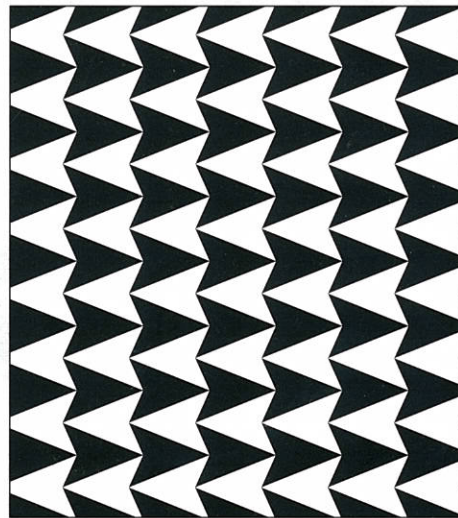




CODD & DATE *Seminars*

- *How to utilise the resources of the Internet*
- *How and where to look for information on the Internet*
- *How to connect into the Internet*
- *How to sell your company image on the Internet*
- *How to develop applications capable of integrating your company data access with Internet services*

BUSINESS USE OF THE INTERNET



*Presented by
Francesco
Iarlori*

*London
2-3 October
1995*

BUSINESS USE OF THE INTERNET

WHY THIS SEMINAR?

All companies, from the smallest to the largest are utilising all of the technologies now made available to them. Connecting to a global network like the Internet offers amazing possibilities both in terms of information richness and in terms of world-wide publicity.

Small companies can take advantage of such an environment to take information from the most qualified and authoritative sources in the world: to do the same via other media would require enormous costs in time and energy.

Large companies on the other hand can take advantage of the technologies available on the Internet within themselves, in order to integrate external services with their own information system.

This seminar, after a brief overview on the Internet and its basic usage, presents the new tools made available to Internet users during the last few years. It covers how to connect to the Net and how to always keep your data secure, even when using full connection options.

After a session on how to research and acquire the information needed, you will learn how to set up your own database storing information you want to make available to Internet users, accessing your server. Finally discussing how to design and build a relational database for your company data (typically a Data Warehouse) to be accessed and navigated by end-user Internet tools (WWW, Mosaic etc..) offering easy integration of corporate data with the information available on the Internet.



PRESENTER

Francesco Iarlori based in Milan, is a System Engineer at the Italian Bull R&D. His interests include High Bandwidth networks and Human-Machine Interaction. He works with associations like i2u (Italian Unix User Association, Uniform Member), National Research Council and Italian universities where he speaks on MultiMedia systems and networking.

WHO SHOULD ATTEND?

IS managers and project leaders and those interested in fully understanding the potential that the Internet has to offer in terms of company usage.

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SEMINAR OUTLINE

Introduction to the Internet

The ARPANET project, the creation of the TCP/IP stack and the early network protocols. AT&T policy and that of the academic world.

- ARPANET & DoD
- Unix & AT&T
- The early protocols
- Scientific communities
- Orderly development of the NET (DNS)
- Statistics

Usage of the Internet

How the Internet has been used during the last ten years and how it is being used today

- Terminal emulation
- Mail, News, ListServer
- FTP

Researching on the Internet

How to cope with its complexity and how to find the required information among the mass of accessible servers.

- Archie Gopher
- Veronica
- WAIS

Keeping Order after the Explosion

The number of hosts and networks connected has grown exponentially, a common way to classify and access information.

- The Cern WWW Project
- The URL concept
- HTTPD and HTML
- Netscape and the most common browsers
- Commercial aspects of the Internet
- "De facto" and "de jure" standards

"On-Line" Information

How companies present themselves on the Net and what services they offer to their customers.

- Case Studies
- What is on offer and how to go about it
- Advertising on the Net

How to connect to the Internet

Which connection to choose among SLIP, PPP, X.25 etc. How much bandwidth do we require? How to avoid the possible problems that an Internet connection hides.

- SLIP, PPP
- Dedicated lines, ISDN, CDN, X.25
- Proxy server & Firewall
- Security programs on Internet, PGP, TCP Wrapper, COPS
- The CERT

Internet and MultiMedia

- How MultiMedia technologies integrate with the Internet
- MultiMedia, Hypertext and Hypermedia
- How to build a CD-Rom from a WWW server to be distributed as advertising collateral
- WWW vs. CD-Rom
- Internet Voice Chat and Multicasting

How to build a WWW Server

- Steps to build a Web server and to integrate it with an existing database
- Different WWW servers
- Let's examine the NCSA server
- Security issues in a Web environment
- Pages on the fly
- Access control to specific pages
- How to limit access to specific pages
- Fill out forms, CGI specification
- Relational DBMS integration with the new Web
- Developing an application with Mosaic

Conclusions

