**E-COMMERCE**

**UNIT-5**

**BCA-3rd Year**

**E**-**commerce infrastructure**: **hardware, software, and networks**

The key **infrastructures** that are needed to support EC applications are networks, Web servers, Web server support and software, electronic catalogs, Web page design, and Internet access components.

**What is the Network of Networks?**

 network is a collection of computers, servers, mainframes, network devices, peripherals, or other devices connected to one another to allow the sharing of data. An excellent example of a network is the Internet, which connects millions of people all over the world. To the right is an example image of a home network with multiple computers and other network devices all connected to each other and the Internet.



**Network topologies and types of networks**

The term network topology describes the relationship of connected devices in terms of a geometric graph. Devices are represented as vertices, and their connections are represented as edges on the graph. It describes how many connections each device has, in what order, and it what sort of hierarchy.

**Internet Protocol**

The Internet Protocol is the principal communications protocol in the Internet protocol suite for relaying datagrams across network boundaries. Its routing function enables internetworking, and essentially establishes the Internet.

Basic Internet Protocols

**These are:**

* Transmission Control **Protocol** (TCP)
* **Internet Protocol** (IP)
* User Datagram **Protocol** (UDP)
* Post office **Protocol** (POP)
* Simple mail transport **Protocol** (SMTP)
* File Transfer **Protocol** (FTP)
* Hyper Text Transfer **Protocol** (HTTP)
* Hyper Text Transfer **Protocol** Secure (HTTPS)



**Web- Based client/ Server**

**Web Client**

The Web client is a client-side component within the Java 2 Platform Enterprise Edition (J2EE), a distributed multi-tiered application model used for building and developing enterprise applications. Client-side components are typically computer applications running on a user's computer and connect to a server. These components perform client-side operations as they might need access to information available only on the client side, like user input, or because the server lacks the processing power necessary in such operations.

**Web server**

A web server is server software, or hardware dedicated to running this software, that can satisfy client requests on the World Wide Web. A web server can, in general, contain one or more websites. A web server processes incoming network requests over HTTP and several other related protocols.

To publish a website, you need either a static or a dynamic web server.

A **static web server**, or stack, consists of a computer (hardware) with an HTTP server (software). We call it "static" because the server sends its hosted files "as-is" to your browser.

A **dynamic web server** consists of a static web server plus extra software, most commonly an *application server* and a *database*. We call it "dynamic" because the application server updates the hosted files before sending them to your browser via the HTTP server.



**Internet security**

**Internet security** is a branch of computer security specifically related to not only Internet, often involving browser security and the World Wide Web but also network security as it applies to other applications or operating systems as a whole. Its objective is to establish rules and measures to use against attacks over the Internet. The Internet represents an insecure channel for exchanging information, which leads to a high risk of intrusion or fraud, such as phising, online viruses, trojans, worms and more.

**Selling on the web in e-commerce**

**E**-**commerce** refers to the process of buying or **selling** products or services over the **Internet**. ... **E**-**commerce** activities such as **selling** online can be directed at consumers or other businesses. Business to Consumer ( B2C ) involves the online sales of goods, services and provision of information directly to consumers.

**Chat web**

A **web chat** is a system that allows users to communicate in real-time using easily accessible **web** interfaces. ... This trait allows users instantaneous access and only a **web** browser is required to **chat**. Users will always get the latest version of a **chat** service because no software installation or updates are required.

**chatting on the web in e commerce**

Most of the customers shopping online prefer getting assistance from the live person. 44% of online customers prefer live **chat** as the feature that each **e**-**commerce** company must have. ... Online **chat** system enables visitors to access immediate help and as a result, decreasing the wait times much more than the call center

**Importance of Multimedia in E-Commerce**– Term is the most commonly used media for communication. It is widely used for communication of education, information, entertainment and many more through books, newspaper, and magazines. Use of photography and pictures improves the presentation of a text. This improvement is brought through multimedia which is a combination of different media such as text, sound, video, graphics, animation and many more. Use of computers had made the presentations of multimedia very easy now.

There are some important functions of multimedia in e-commerce are discussed below

* Now days, online shopping are very popular by using mobile devices. Smart phones have cameras which provide both the requirements and demands of multimedia technologies.
* Companies use multimedia which is used for attracting customers by using images, video, and animation of the products on the website.
* By using multimedia, several companies provide details of the products after or before the launching which increases the customers and also increases the production of products.

**Analytics for Ecommerce Websites**

The online marketing space is in constant shift as new technologies, services, and marketing tactics gain popularity and become the new standard. Online store owners are one of the many different segments affected by these constant evolutions. In order for these business owners to survive and thrive, they need to be able to make better decisions faster. This is where web analytics comes into play.

In this article, I will cover the major aspects of web analytics as they apply to the e-commerce space, and I’ll also provide a number of tips and important takeaways for online store owners of every shape and size.

**Web Visits in e commerce**

**Visits**, or sessions, is a metric used to measure the total number of times a user navigates to a **website**. **Visits** are an important digital marketing metric that is used in tandem with conversion rate to gauge the performance of an **online** store.