

CONTENTS

PREFACE	xvii
FOREWORD	xxi
INTRODUCTION	1
E-BUSINESS: WHAT IS IT?	2
TRADITIONAL WEB SITES	2
CATALOG AND ONLINE SALES (E-COMMERCE)	3
E-BUSINESS SITES	3
PART I: THE INTERNET AND ITS COMPONENTS	5
Chapter 1: WHY AN AS/400?	9
COST	11
UNIX SYSTEM SUPPORT	12
FUTURE OF THE AS/400	13
Chapter 2: THE CLIENT/SERVER PARADIGM	15
CLIENT/SERVER DEFINITIONS	16
Chapter 3: THE INTERNET	19
WHAT IS THE INTERNET?	20
WHO CONTROLS THE INTERNET?	21
INTERNET STANDARDS	23
INTERNET GROWTH AND CAPACITY	23

CONNECTING TO THE INTERNET	24
NETWORK ACCESS POINTS (NAPs)	25
METROPOLITAN AREA EXCHANGES (MAES)	25
FUTURE OF THE INTERNET	26
ADDITIONAL READING	26
HISTORY OF THE INTERNET	26
OFFICIAL INFORMATION AND STANDARDS SITES	27
INTERNET EXCHANGE POINTS, BACKBONE PROVIDERS, AND ISPS	27
Chapter 4: BROWSERS, IP ADDRESSES, URLS, AND DOMAINS	29
IP ADDRESSES	29
SPECIAL IP ADDRESSES	31
LOCALHOST	32
URLs (UNIFORM RESOURCE LOCATORS)	32
BROWSER/SERVER CONVERSATION	34
HTTP REQUEST RESPONSE HEADERS	35
HTML TAGS, GRAPHICS, AND TEXT	36
SPECIFIC BROWSER LIMITATIONS	37
BROWSER CACHE	38
TESTING YOUR WEB PAGE	39
Chapter 5: FIREWALLS, PROXY SERVERS, AND NATS	41
TELNET, FTP, AND E-MAIL RISKS	42
FIREWALLS	43
FIREWALL VENDORS	45
FIREWALL-1 FROM THE QUALIX GROUP	46
GUARDIAN FIREWALL BY LANOPTICS	47
A WORD ABOUT USING PCs AS FIREWALLS	47
ADDRESSING AND INTERNET ACCESS ISSUES	48
PROXY SERVERS	48
PROXY SERVER CACHE	49
NETWORK ADDRESS TRANSLATORS	51
ADDITIONAL READING	51
Chapter 6: DOMAIN NAME SERVERS (DNS).	53
DOMAIN NAME STRUCTURE	56
OBTAINING A DOMAIN NAME	57
PLANNING YOUR DOMAIN	58
HOST NAME TABLES	60
DOMAIN NAME SERVERS	62
DO YOU NEED A DNS SERVER?	63
Chapter 7: DHCP SERVERS	65

Chapter 8: 5250 TERMINAL EMULATION ON THE WEB.	67
TELNET	67
CLIENT ACCESS/400	68
IBM WSG	70
SECUREWAY HOST ON DEMAND	70
I/NET WEBULATOR/400	71
MOCHASOFT TN5250 JAVA APPLLET	71
Chapter 9: E-MAIL	73
SIMPLE MAIL TRANSPORT PROTOCOL (SMTP)	75
SMTP STORE-AND-FORWARD	76
POST OFFICE PROTOCOL VERSION 3 (POP3)	77
E-MAIL SOFTWARE	78
OFFICEVISION/400 AND 5250 DEVICES	79
Chapter 10: FILE TRANSFER PROTOCOL (FTP)	81
ANONYMOUS FTP	82
FTP SERVER	83
FTP CLIENTS	83
AS/400 CLIENT	83
WORKSTATION CLIENTS	84
UTILIZING FTP IN YOUR WEB SITE	84
Chapter 11: AS/400 WEB SERVERS	87
THE V4R4 IBM HTTP SERVER	88
IBM HTTP SERVER FEATURES	89
BASIC CONFIGURATION	92
SERVER SIDE INCLUDES	94
URL STORAGE LOCATIONS	95
DYNAMIC INDEXING	96
DIRECTORY ALIASES	97
USER DIRECTORIES	98
CGI SCRIPTS AND PROGRAMMING	98
IMAGE MAPPING	99
CONTENT TYPES	99
AUTHENTICATION	102
IP ADDRESS FILTERING	103
DOMAIN NAME FILTERING	103
USER AND GROUP AUTHENTICATION	104
AUTHENTICATION OPTIONS	108
SSL AND ENCRYPTION	110
ADDITIONAL HTTP SERVER FEATURES	113
WEBSPERE APPLICATION SERVER	114
OTHER AS/400 WEB SERVERS	114
SUMMARY	115

Chapter 12: AS/400 E-BUSINESS PRODUCTS	117
IBM'S NET.COMMERCE	119
NET.COMMERCE 3.0 EXAMPLE	119
ADDITIONAL IBM INTERNET SOFTWARE	122
NETWORK ADDRESS TRANSLATION (NAT)	122
IP FILTERING	123
VIRTUAL PRIVATE NETWORKS (VPN)	123
LOTUS DOMINO	124
LDAP	125
NETSERVER	126
LOGICAL PARTITIONING (LPAR)	126
THIRD PARTY INTERNET SOFTWARE	127
Chapter 13: SECURITY AND THE INTERNET	129
SNIFFING	129
SPOOFING	130
DENIAL OF SERVICE ATTACKS	131
SERIOUS HACKERS	132
AS/400 STRENGTHS	132
REAL SECURITY RISKS	133
SECURE YOUR AS/400 WITH REASON	134
YOUR PEOPLE ARE A MAJOR SECURITY RISK	134
A WARNING ABOUT ANYNET AND SNA OVER TCP/IP	134
CONCLUSION	135
 PART II: Planning Your Internet Project	 137
FACT-FINDING	137
REQUIREMENTS DEFINITION	138
PHYSICAL PLANNING	138
PLANNING YOUR SERVER CONFIGURATION	138
PLANNING YOUR WEB APPLICATIONS	138
PLANNING YOUR WEB SITE'S FUNCTIONALITY	138
DEVELOPING YOUR PROJECT PLAN	138
PLANNING ISSUES	138
 Chapter 14: BUSINESS REQUIREMENTS: FACT FINDING	 141
WHY DOES YOUR ORGANIZATION NEED AN INTERNET PRESENCE?	142
COMPETITIVENESS	142
IMPROVED COMMUNICATIONS	142
REDUCED COMMUNICATIONS COSTS	143
REDUCED MANUAL LABOR	143
SELL YOUR PRODUCTS	143
IMPROVED SERVICE	143

IDENTIFY YOUR AUDIENCE	144
ARE YOU A PUBLIC COMPANY?	144
WHAT SERVICES DOES YOUR ORGANIZATION NEED?	144
WORLD WIDE WEB ACCESS FOR YOUR USERS	144
FILE TRANSFER PROTOCOL (FTP)	145
ELECTRONIC DOCUMENT EXCHANGE AND E-MAIL	145
USENET NEWSGROUPS	145
TELECONFERENCING	145
DETERMINE YOUR IMAGE	146
MANAGING YOUR PROJECT	146
WILL THIS BE A LARGE FORMAL PROJECT?	146
WILL THIS BE A SMALL TRIAL PROJECT?	147
WHO IS YOUR SPONSOR?	147
DO YOU HAVE THE FUNDING?	147
WHO WILL PARTICIPATE IN THE PROJECT?	148
CORPORATE SPONSOR	148
PROJECT MANAGER	148
WEB CONTENT PROVIDER	148
CORPORATE ATTORNEY	149
WEBMASTER	149
WEB CONTENT DEVELOPER	149
GRAPHIC DESIGNER	149
COMMERCIAL ARTIST	150
APPLICATION PROGRAMMER	150
AS/400 SYSTEMS PROGRAMMER	150
NETWORK SPECIALIST	150
Chapter 15: BUSINESS REQUIREMENTS DEFINITION	151
A BUSINESS EXAMPLE	151
COMPONENTS OF THE REQUIREMENTS DOCUMENT	152
MISSION STATEMENT	152
AUDIENCE AND OBJECTIVES	152
PROJECT DELIVERABLES	156
PROJECT BUDGET	156
Chapter 16: PHYSICAL PLANNING	157
CURRENT SYSTEMS ASSESSMENT	157
DATABASE ACCESS	157
CURRENT CAPACITY	158
USERS AND WORKSTATIONS	158
NETWORK AND CAPACITY	158
E-MAIL	158

DIAL-UP COMMUNICATIONS	159
INTERNET USAGE ANALYSIS	159
GEOGRAPHIC CONSIDERATIONS	160
INTERNATIONAL DATA CENTERS	160
INTERNATIONAL PRODUCTS OR SERVICES	160
AVAILABILITY AND RELIABILITY	160
24-HOUR OPERATIONS	160
DISASTER RECOVERY	161
SPECIFIC INTERNET ACTIVITIES	161
IDENTIFY, EVALUATE, AND SELECT AN ISP	161
TELEPHONE LINK TO ISP	165
INTERNET ROUTER	166
ISOLATED ETHERNET SEGMENT	166
FIREWALLS	166
FIREWALL CONFIGURATION	167
PROXY SERVERS	167
DOMAIN NAMES	167
INTERNATIONAL DOMAIN NAMES	169
ORDER YOUR SERVER(S) AND SERVER SOFTWARE	169
SELECTING YOUR SERVER	170
SELECTING YOUR SERVER SOFTWARE	170
E-MAIL	171
Chapter 17: WEB SERVER CONFIGURATION PLANNING	173
PRODUCTION AND DEVELOPMENT SERVER CONFIGURATIONS	173
PRODUCTION AND DEVELOPMENT SERVER CONFIGURATIONS	174
OPTION #1:	
PRODUCTION AND DEVELOPMENT – SAME DOMAIN, DIFFERENT PORTS	175
OPTION #2:	
PRODUCTION AND DEVELOPMENT – DIFFERENT DOMAINS	175
OBJECTS AND NAMING CONVENTIONS	176
WEB RESOURCE ROOT DIRECTORY	176
WEB SERVER ROOT DIRECTORY	176
HTML PAGES	176
HTML FILE EXTENSION	176
INDEX NAME	177
PAGE NAMES	177
OTHER OBJECTS	177
CGI LIBRARIES	177
CGI PROGRAMS	177
NET.DATA LIBRARIES	178
NET.DATA MACROS AND INCLUDE FILES	178
PLANNING THE SERVER DIRECTORY STRUCTURE	179

A SERVER EXAMPLE	182
SUMMARY	187
Chapter 18: APPLICATION PLANNING	189
DEFINE SECURITY APPLICATION	189
DEFINE BUSINESS REQUIREMENTS	193
DEFINE YOUR WEB SITE'S ORGANIZATION	193
DEFINE DATA REQUIREMENTS	195
DEFINE YOUR SCREEN LAYOUT	195
DEFINE PROGRAMMING REQUIREMENTS	196
DISTRIBUTOR INFORMATION PAGE	196
APPLICATION PLANNING SUMMARY	197
Chapter 19: PLANNING YOUR PUBLIC WEB SITE	199
WHERE WILL YOUR PUBLIC SITE BE HOSTED?	199
WHAT IS THE PURPOSE OF YOUR WEB SITE?	200
WHAT IMAGE WILL YOU PRESENT?	200
DESIGN YOUR PUBLIC WEB SITE LIKE A MAGAZINE	201
HIRE A CONSULTANT	201
USE A GOOD DEVELOPMENT TOOL	202
PUBLISH THE SITE TO A TEST LOCATION ON YOUR SERVER	203
FINALIZE CHANGES TO THE SITE	203
OPEN THE SITE TO THE PUBLIC	203
REGISTER YOUR SITE WITH SEARCH ENGINES	204
Chapter 20: DEVELOPING THE INTERNET PROJECT PLAN	205
PART III: DEVELOPING AN E-BUSINESS WEB SITE	209
WEB SITE DESIGN	210
THE CGI ENVIRONMENT	210
HTML AND WEB SITE DESIGN	210
CGI PROGRAMMING WITH AS/400 LANGUAGES	210
NET.DATA, IBM'S HIDDEN TREASURE	210
Chapter 21: WEB SITE DESIGN	211
BASIC DESIGN CONCEPTS	211
BASIC BUSINESS-ORIENTED DESIGN ISSUES	214
PURPOSE OF YOUR SITE	214
WHO ARE YOUR USERS?	215
ANATOMY OF A COMMERCIAL WEB SITE	216
WHO ARE YOU?	216
WHAT DO YOU DO?	216
HOW CAN I CONTACT YOU?	216
WHAT ARE YOU SELLING?	216
WHEN WAS THIS UPDATED?	217

CONTENTS

HOW MUCH DOES IT COST AND HOW DO I BUY It?	217
WHAT'S NEW?	218
INVESTOR INFORMATION	218
YOUR PEOPLE	218
YOUR CUSTOMERS	218
SITE ORGANIZATION AND STRUCTURE	219
SEQUENCE ORGANIZATION	220
GRID ORGANIZATION	220
HIERARCHICAL ORGANIZATION	221
WEB ORGANIZATION	223
WEB PAGE DESIGN	223
RESOLUTION	224
OVERALL IMAGE	226
YOUR HOME PAGE	227
FRAMES	230
UNDERSTAND HOW VIEWERS SEE YOUR WEB SITE	233
TYPOGRAPHY	235
TYPE AND LEGIBILITY	236
TYPEFACES	236
TYPE AND COLOR	237
BACKGROUNDS	238
SOLID COLOR BACKGROUNDS	238
GRAPHIC BACKGROUNDS	239
GRAPHICS	240
E-BUSINESS DESIGN	242
TRADITIONAL TEXT MENU	243
LISTS	244
SUB-MENUS	245
DETAIL INFORMATION DISPLAY	247
FORMS	248
TEXT BOX	249
DROP-DOWN MENU	249
RADIO BUTTONS	250
CHECK BOXES	251
SCROLLING TEXT BOX	251
BUTTONS	251
IMAGE MAPS	252
CONCLUSION	253
Chapter 22: THE CGI ENVIRONMENT	255
WEB SERVERS ARE STATELESS	255
INTERACTIVE PROGRAM FLOW	255
CGI FLOW	256
THE ILLUSION OF STATE	257

HTTP METHODS	257
SERVER STRUCTURE	261
SERVER DAEMON	261
REQUEST PROCESSOR	262
POST METHOD	262
IDENTIFYING YOUR USERS	265
HIDDEN FIELDS	265
COOKIES	265
SERVER AUTHENTICATION	265
DATABASE	266
COMMON MISTAKES	266
IBM AND PERSISTENT-STATE WEB SERVERS	267
CGI SCRIPTS	267
CLIENT-SIDE CGI PROGRAMS	267
SERVER-SIDE CGI PROGRAMS	268
DATA PASSED BETWEEN THE BROWSER AND YOUR CGI PROGRAM	268
URI ENCODING	269
ENVIRONMENT VARIABLES	270
SERVER ENVIRONMENT VARIABLES	271
BROWSER ENVIRONMENT VARIABLES	271
SUMMARY	272
Chapter 23: HTML AND WEB SITE DESIGN	275
GETTING STARTED WITH HTML	276
HTML STANDARDS	277
USING HTML SAMPLES	278
HTML BASICS	278
REQUIRED TAGS	279
HEADERS AND TITLES	279
PARAGRAPHS AND LINE BREAKS	281
HEADINGS	283
VIEWING WEB SOURCE	284
GRAPHICS AND BACKGROUNDS	284
LINKING WEB PAGES	285
LINKING TO ANOTHER WEB PAGE	285
LINKING TO YOUR OWN WEB PAGE	286
MAIL-TO LINKS	289
OPENING A LINK IN A NEW BROWSER WINDOW	290
RELATIVE ADDRESSES	290
WEB PAGE TEXT	292
TEXT FORMATTING AND ALIGNMENT	292
BOLDFACE, ITALICS, UNDERSCORE	292
FONT SIZE, COLOR, AND TYPEFACE	298
TEXT LISTS	301

CONTENTS

WEB PAGE GRAPHICS	303
GIF FILES	303
ANIMATED GIF FILES	303
JPEG	304
TOOLS	304
FREE GRAPHICS	305
THE IMAGE TAG	305
BACKGROUNDS	307
HORIZONTAL RULES	309
LAYOUT AND DESIGN WITH TABLES	309
SIMPLE TABLE	310
ADVANCED LAYOUT WITH FRAMES	318
FRAMESET	321
FRAME TAG	322
LINKING BETWEEN FRAMES	323
FORMS AND INTERACTIVE HTML	324
THE <FORM> TAG	324
TEXT BOX	326
THE <SELECT> TAG	326
RADIO BUTTONS	328
CHECK BOXES	329
THE <TEXTAREA> TAG	329
BUTTONS	330
HIDDEN FIELDS	331
MULTIMEDIA	332
VIDEO	332
AUDIO	334
JAVA APPLETS	335
JAVA APPLICATIONS	336
JAVASCRIPT	337
REFERENCES	337
Chapter 24: CGI PROGRAMMING WITH AS/400 LANGUAGES	339
GET METHOD	340
POST METHOD	341
CGI OVERVIEW	341
HTTP HEADERS	342
IBM ICS/ICSS APIs	343
NATIVE LANGUAGE PROGRAMMING SUMMARY	344
A SPECIAL USE FOR MESSAGE FILES	344
PERL	344
A LITTLE JAVA?	345

Chapter 25: NET.DATA, IBM'S HIDDEN TREASURE 347

- GETTING STARTED WITH NET.DATA 348
 - DEVELOPMENT TOOLS 348
 - STORING MACROS ON THE AS/400 349
- NET.DATA FEATURES AND FUNCTIONS 349
- THE NET.DATA LANGUAGE 351
- VARIABLES 351
- TABLES 353
- FUNCTIONS 354
- FLOW CONTROL AND LOGIC 355
- A SIMPLE MACRO 356
- NET.DATA SYNTAX 362
- MORE ABOUT VARIABLES 362
- CONDITIONAL PROCESSING CONSTRUCTS 365
- FUNCTIONS 367
 - DTW_SQL: SQL LANGUAGE ENVIRONMENT 367
 - A SIMPLE SQL MACRO 368
 - FORMATTING SQL OUTPUT WITH %REPORT AND %ROW 372
 - SQL FUNCTION TIPS 379
- DTW_SYSTEM: SYSTEM LANGUAGE ENVIRONMENT 380
 - Calling an RPG/ILE Program 380
 - THE ENVIRONMENT AND PARAMETERS 384
 - CL PROGRAMS AND COMMANDS 386
 - DTW_DIRECT_CALL 386
- DTW_REXX: REXX LANGUAGE ENVIRONMENT 387
- %INCLUDE 391
- NET.DATA MACRO_FUNCTION 392
- NET.DATA BUILT-IN FUNCTIONS 394
 - TYPES OF BUILT-IN FUNCTIONS 394
- GENERAL BUILT-IN FUNCTIONS 395
 - @DTW_ADDQUOTE 395
 - @DTW_DATE 396
 - @DTW_EXIT 396
 - @GET_ENVVAR 396
 - @DTW_TIME 396
 - @DTW_URLESCSEQ 396
- MATH FUNCTIONS 397
- STRING FUNCTIONS 397
- WORD FUNCTIONS 397
- CACHE FUNCTIONS 398
- FLAT FILE FUNCTIONS 398
- WEB REGISTRY FUNCTIONS 398
- TABLE FUNCTIONS 399

CONTENTS

SQL STORED PROCEDURES	400
PERSISTENT STATE CGI	401
NEW IN V4R3 AND V4R4	401
A FEW FINAL WORDS ABOUT NET.DATA	402
REFERENCES	402
INDEX.	405