

Cloud Computing and E-Commerce

Cloud Computing turns Computing Power
into a Virtual Good for E-Commerce



4FriendsOnly.com
Internet Technologies AG

is Implementation Partner of

The logo for iNTERSHOP features the word 'iNTERSHOP' in a bold, white, sans-serif font. The 'i' is lowercase and has a dot, while the rest of the letters are uppercase. The logo is set against a solid red rectangular background.

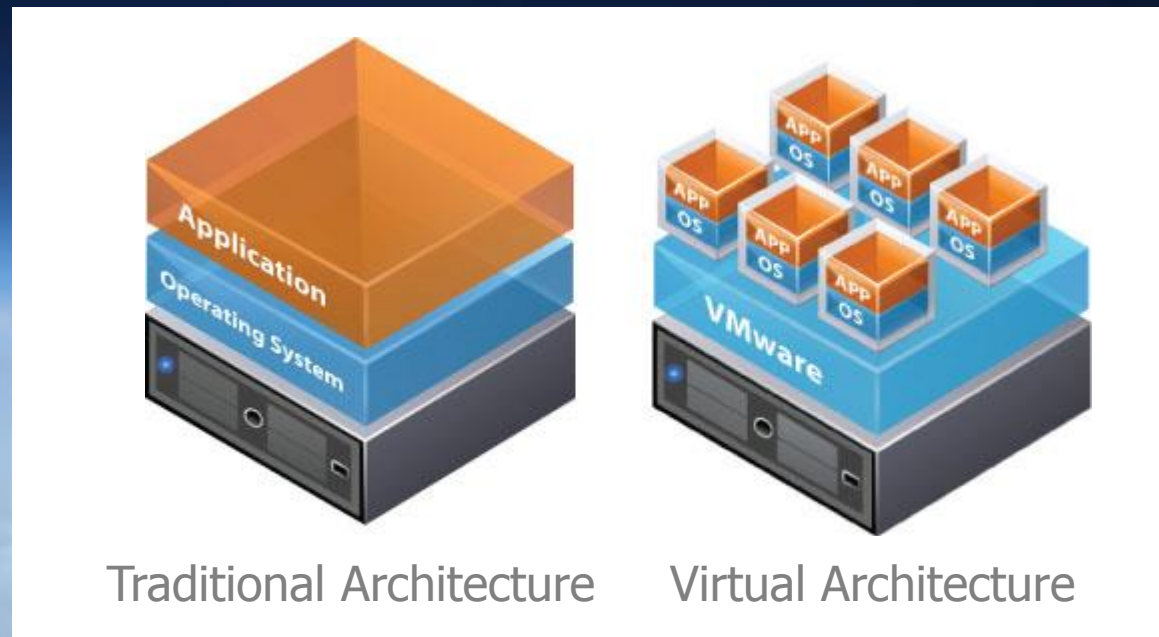
iNTERSHOP™

Outlook

- Virtualization
- Cloud Computing
- E-Commerce needs Scalability
- Intershop 7
- Amazon Web Services (AWS)
- ShopInSphere – Cloud Empowered Intershop

Virtualization

- From Traditional to Virtual Architecture
 - Virtualization solves the problem by enabling several operating systems and applications to run on one physical server or “host.”
 - Each “virtual machine” is isolated from the others, and uses as much of the host’s computing resources as it requires.



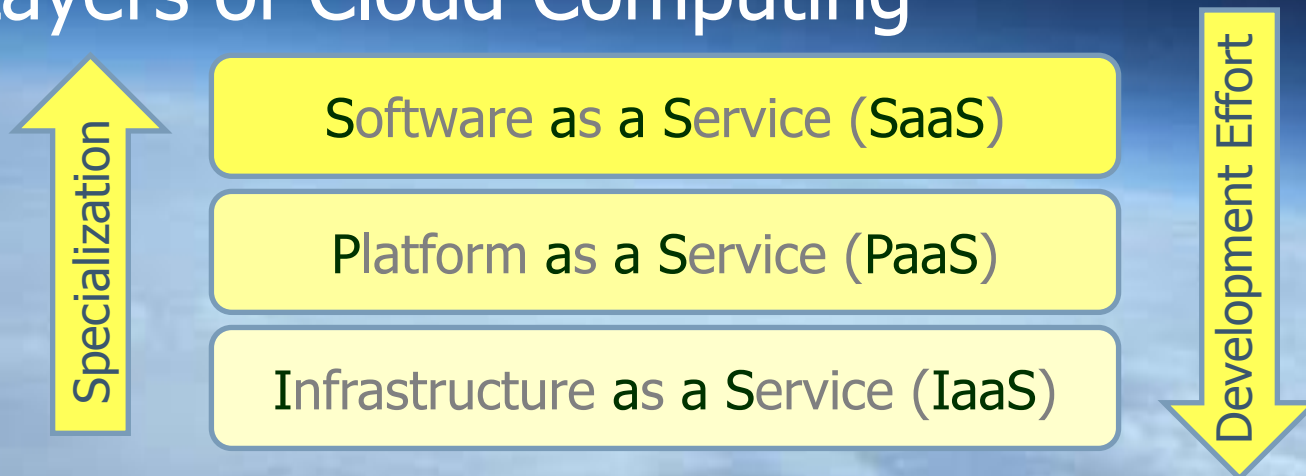
- Computing Power becomes a Virtual Good

Cloud Computing

- Not a real Definition

- Some network-based services (provided by real server hardware), which in fact are served up by virtual hardware, simulated by software running on one or more real machines.
- Such virtual servers/machines (VMs) do not physically exist and can therefore be moved around and scaled up (or down) on the fly without affecting the end user - like a cloud.

- 3 Layers of Cloud Computing



E-Commerce needs Scalability

- The online shop traffic vary strongly
 - Black Friday - U.S. citizens buy their christmas presents on the day after Thanksgiving
 - Online retailers trigger sales by time-limited promotion campaigns
- Online retailers want to minimize costs
 - Pay for hardware only when it is needed
 - Use E-Commerce software which supports scalability
- E-Commerce SaaS using Cloud Computing

Intershop 7 – New Features (1/3)

Integrated Solr Search Engine

GET 10 USD/EUR OFF your whole order with the Promo Code INTERSHOP [Details](#) | Compare: 0 Items | Shopping Cart: 0 items

My Account: [Login](#) | [Register](#) | [Email Signup](#) | [Help](#) | [Store Locator](#)

PrimeTech specials

[Cameras & Camcorders](#) | [Computers](#) | [Mobile Computing](#) | [Specials](#) | [TV & Home Entertainment](#)

Home / [Search Results: tv & home entertainment](#)

Search

Search Results for "tv & home entertainment" - 167 items

Sort by Show

167 Items Page « 1 2 3 4 5 6 7 8 9 10 11-14 »

Refine Your Search

Taxonomic Filter

- Computers (5)
- Mobile Computing (1)
- Specials (5)
- TV & Home Entertainment (161)







Brand Filter

- Lenco (36)
- Canyon (15)
- Creative Labs (12)
- Emtec (10)
- LG (10)
- Samsung (8)
- Benq (7)

[Show All](#)

Price Range


- <= \$ 25 (29)
- \$ 25 - \$ 50 (13)
- \$ 50 - \$ 100 (26)
- \$ 100 - \$ 250 (52)
- \$ 250 - \$ 500 (20)
- \$ 500 - \$ 1000 (13)
- > \$ 1000 (14)

 Samsung HT-C5500 \$ 742.25	 CLUB3D ZAP-TV250mini TV-tuner \$ 43.50	 Samsung LE37C650 \$ 1,203.75
 Samsung LE40C650 \$ 1,055.50	 Lenco 2.1 HOME CINEMACENTRE \$ 172.25	 Lenco 2.1 home cinema set \$ 208.50

Intershop 7 – New Features (2/3)



Configurable Promotion Engine

My Account: [Login](#) | [Register](#) [Email Signup](#) [Help](#) [Store Locator](#)





[Computing](#) ▾ [Mobile Computing](#) ▾ [Networking](#) ▾ [Presentation and Conferencing](#) ▾ [Specials](#) ▾ [Brands](#)

Your Shopping Cart

All transactions are safe and secure. [Read More](#)  

Just \$ 8.76 to get 4.50\$ Shipping Discount

[Back to Shopping](#) **You May Also Like:**

Qty.	Description	Price	Total
<input type="text" value="1"/>	 Creative Labs HS-950 Remove Add to Wishlist ID: 1454627 IN STOCK Usually ships in 3 - 7 days Details ↗	\$ 53.99	\$ 53.99
<input type="text" value="1"/>	 Conceptronic Stylish wireless 2.4 GHz Laser Mouse Remove Add to Wishlist ID: 1681592 IN STOCK Usually ships in 3 - 7 days Details ↗ Promotion Text Details	\$ 37.25	\$ 36.13 <small>You Save \$ 1.12</small>

Enter a Promotional Code

Promo Code

Intershop 7 – New Features (3/3)

Design View for Frontpage Editing

Server Time: 05/23/13 01:05:20 pm
Display Size: 1259 x 435 (variable)

DATA VIEW DESIGN VIEW

... foforyouent?
more > more >

Only for a limited time: **Free Shipping** on LED TV's. Get your favourite TV today! more >

Top Sellers

Inspect

Content Properties Labels

Homepage

- Homepage with welcome, top sellers, and A Spot
 - Content
 - Standard Page Layout
 - Section Container Slot
 - Header Section Template
 - Content Section Template
 - Content
 - Content Section
 - Content Section Slot
 - Homepage - Welcome Message
 - Homepage CMS Spot A

This page component is currently not locked.

Image: PrimeTech-PrimeTechSpecials:/cms/LEDTV_Promo.jp Select

Link: category://1584@PrimeTech-TV-Home-Entertainment

Title:

Alternate Text:

Long Description Link:

link to text description of image

Reset SAVE

Intershop 7 Architecture

- **Web Adapter**

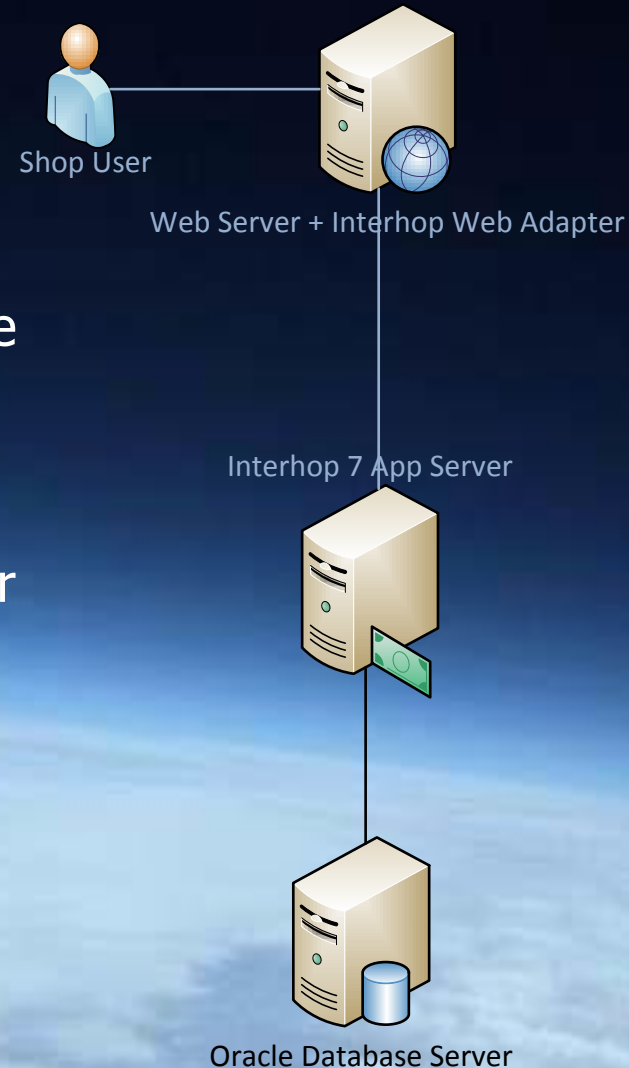
Intelligent page cache
Complex HTML pages
including many dynamic data will
be stored in the Web Adapter once
the App Server has created

- **App Server**

Includes all the shop logic and Solr
Written in Java and the Intershop
graphical programming language
(Pipelines).

- **Oracle Database Server**

The main storage for the online
shop (product data, user data ...)



Intershop 7 Scalable E-Commerce

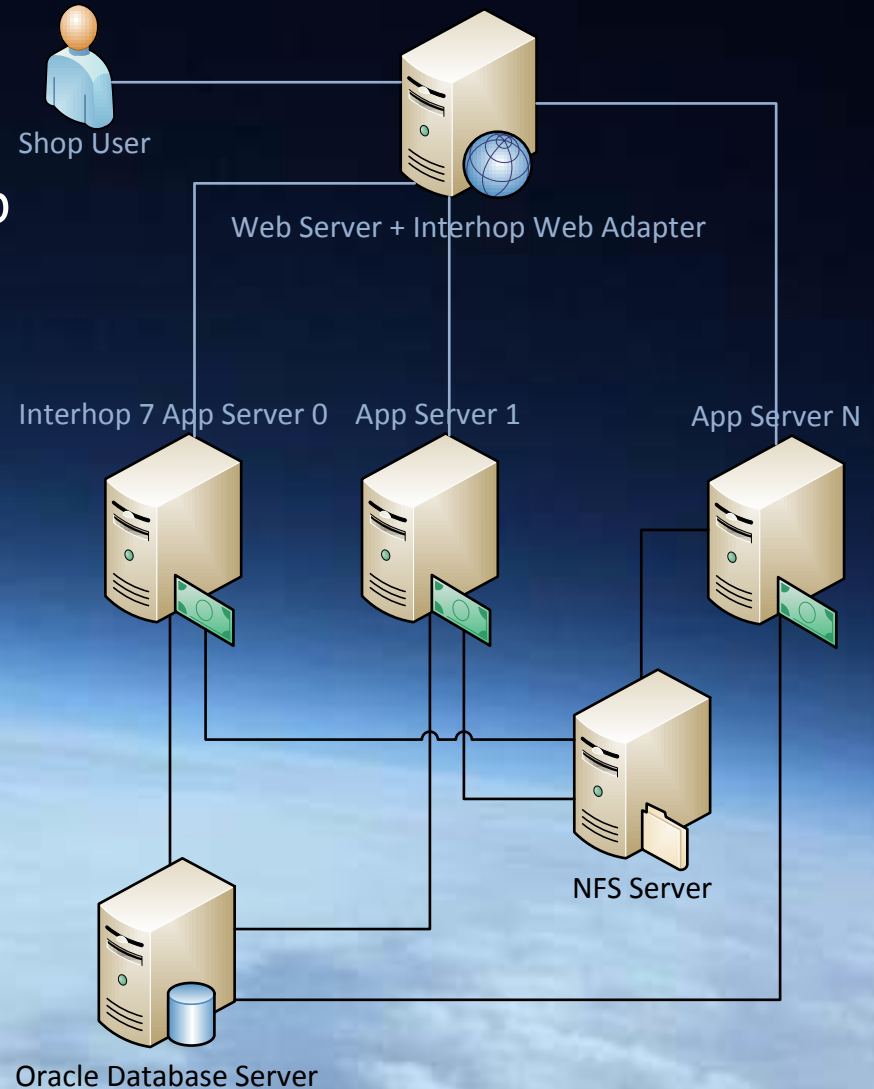
- **Multiple App Servers**

The load from multiple users will be balanced by the Intershop Web Adapter across an almost unlimited number Intershop App Servers

For code updates only one App Server needs to be updated because all App Servers use a shared file system (from a NFS server)

- **Easy Scaling**

Each App Server can be switch off and on easily



Amazon Web Services (AWS)

- **Relational Database Service (RDS)**

Managed Oracle database service. Roll-back to each point of time possible. Oracle licence included. Payment depends mainly on the selected server instance (CPU speed, RAM) and time.

- **Elastic Compute Cloud (EC2)**

EC2 allows scalable deployment of applications by providing a Web service. User can boot an Amazon Machine Image to create a virtual machine, which Amazon calls an "instance", containing any software desired.

A user can create, launch, and terminate server instances as needed, paying by the hour for active servers, hence the term "elastic".

(http://en.wikipedia.org/wiki/Amazon_Elastic_Compute_Cloud)

EC2 Instance Types

API Name	Memory (GiB)	Cores/Compute Units	Instance Storage (GB)	32bit/64bit	I/O Performance	EBS-Optimizable	On-Demand Cost (Linux - per hour on US East 1)
m1.small	1.7	1/1	160	32/64	Moderate	No	\$0.060
m1.medium	3.75	1/2	410	32/64	Moderate	No	\$0.120
m1.large	7.5	2/4	850	64	Moderate	500 Mbit/s	\$0.240
m1.xlarge	15	4/8	1600	64	High	1000 Mbit/s	\$0.480
m3.xlarge	15	4/13	0 (EBS only)	64	Moderate	500 Mbit/s	\$0.500
m3.2xlarge	30	8/26	0 (EBS only)	64	High	1000 Mbit/s	\$1.000
t1.micro	0.6	1/(up to 2)	0 (EBS only)	32/64	Low	No	\$0.020
m2.xlarge	17.1	2/6.5	420	64	Moderate	No	\$0.410
m2.2xlarge	34.2	4/13	850	64	High	500 Mbit/s	\$0.820
m2.4xlarge	68.4	8/26	1690	64	High	1000 Mbit/s	\$1.640
c1.medium	1.7	2/5	350	32/64	Moderate	No	\$0.145
c1.xlarge	7	8/20	1690	64	High	1000 Mbit/s	\$0.580
cc1.4xlarge	23	2/33.5 (2 Intel Xeon X5570)	1690	64	Very High (10 Gbit)	?	\$1.300
cc2.8xlarge	60.5	2/88 (2 Intel Xeon E5-2670)	3370	64	Very High (10 Gbit)	Not necessary	\$2.400
cr1.8xlarge	244	2/88 (2 Intel Xeon E5-2670)	240 (SSD)	64	Very High (10 Gbit)	Not necessary	\$3.500
cg1.4xlarge	22	2/33.5 (2 Intel Xeon X5570) + 2 NVIDIA Tesla "Fermi" M2050 GPU	1960	64	Very High (10 Gbit)	Not necessary	\$2.100
hi1.4xlarge	60.5	16/35 (8 cores + 8 hyperthreads)	2*1024 (SSD)	64	Very High (10 Gbit)	Not necessary	\$3.100
hs1.8xlarge	117	16/35 (8 cores + 8 hyperthreads)	48000 (24 * 2TB drives)	64	Very High (10 Gbit)	Not necessary	\$4.600

Elastic Compute Cloud (EC2)

- Create a New Instance

Create a New Instance Cancel X

Select an option below:

- Classic Wizard**
Launch an On-Demand or Spot instance using the classic wizard with fine-grained control over how it is launched.
- Quick Launch Wizard**
Launch an On-Demand instance using an editable, default configuration so that you can get started in the cloud as quickly as possible.
- AWS Marketplace**
AWS Marketplace is an online store where you can find and buy software that runs on AWS. Launch with 1-Click and pay by the hour.

Name Your Instance: Pick a meaningful name, e.g. Web Server

Choose a Key Pair:
Public/private key pairs allow you to securely connect to your instance after it launches.

Select Existing **Create New** **None**

Choose a Launch Configuration:

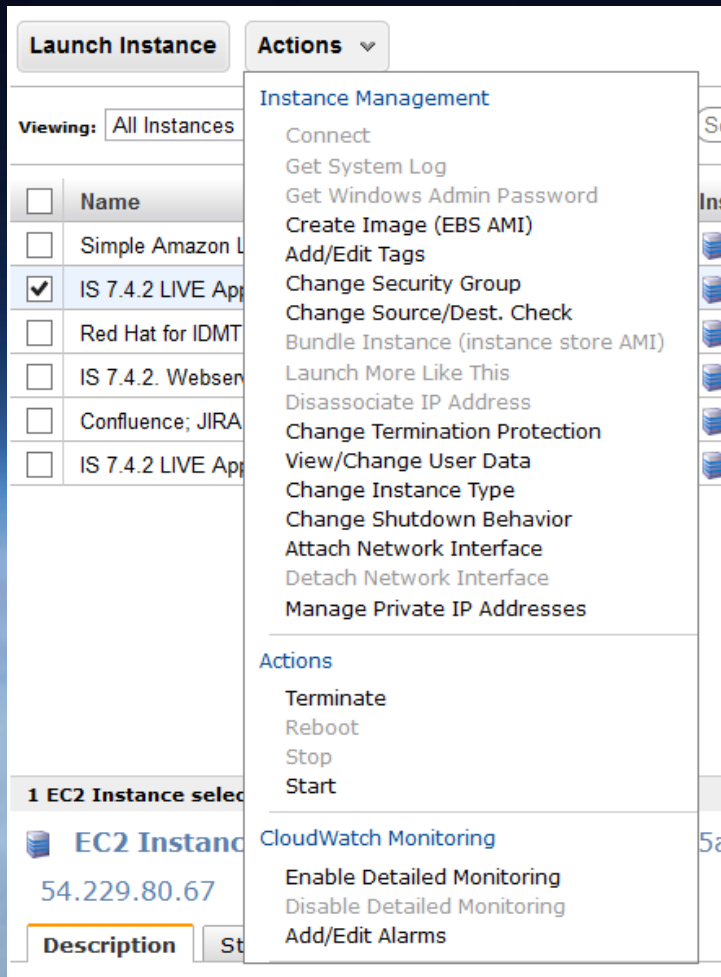
- More Amazon Machine Images NEW!**
Search through public and AWS Marketplace AMIs or choose from your own custom AMIs.
- Amazon Linux AMI 2013.03.1**
The Amazon Linux AMI is an EBS-backed, PV-GRUB image. It includes Linux 3.4, AWS tools, and repository access to multiple versions of MySQL, PostgreSQL, Python, Ruby, and Tomcat. **64 bit** **32 bit** Free tier eligible
- Red Hat Enterprise Linux 6.4**
Red Hat Enterprise Linux version 6.4, EBS-boot. **64 bit** **32 bit** Free tier eligible
- SUSE Linux Enterprise Server 11**
SUSE Linux Enterprise Server 11 Service Pack 3 basic install, EBS boot with Amazon EC2 AMI Tools preinstalled; Apache 2.2, MySQL 5.5, PHP 5.3, and Ruby 1.8.7 available. **64 bit** **32 bit** Free tier eligible
- Ubuntu Server 12.04.2 LTS**
Ubuntu Server 12.04.2 LTS with support available from Canonical (<http://www.ubuntu.com/cloud/services>). **64 bit** **32 bit** Free tier eligible

Note: You can customize your settings in the next step. Continue

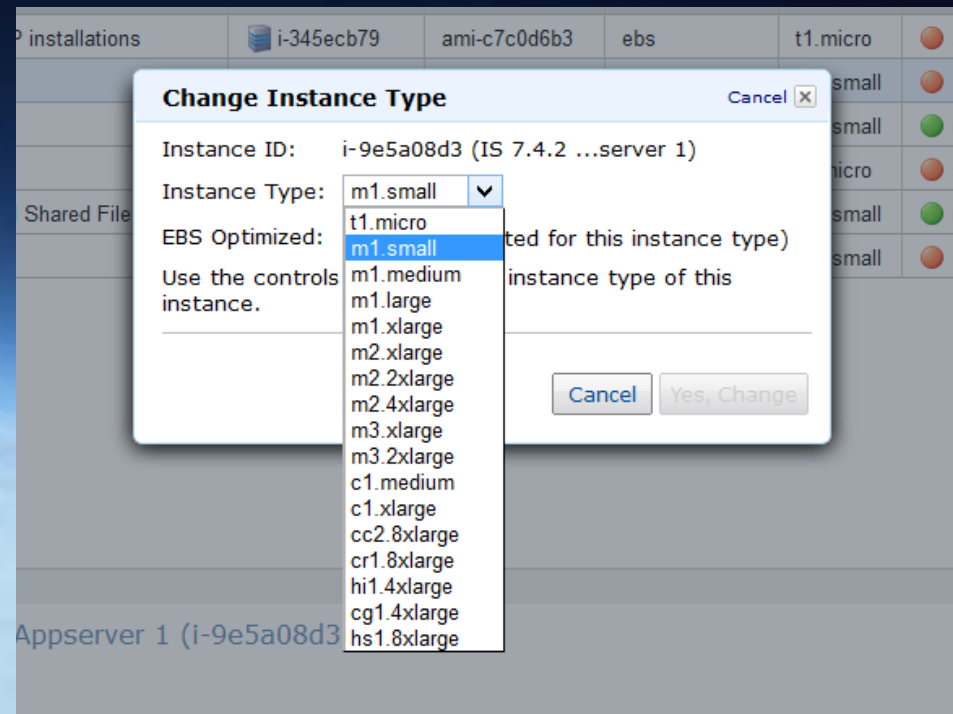
[Submit Feedback](#) [Getting Started Guide](#)

Elastic Compute Cloud (EC2)

- Instance Management



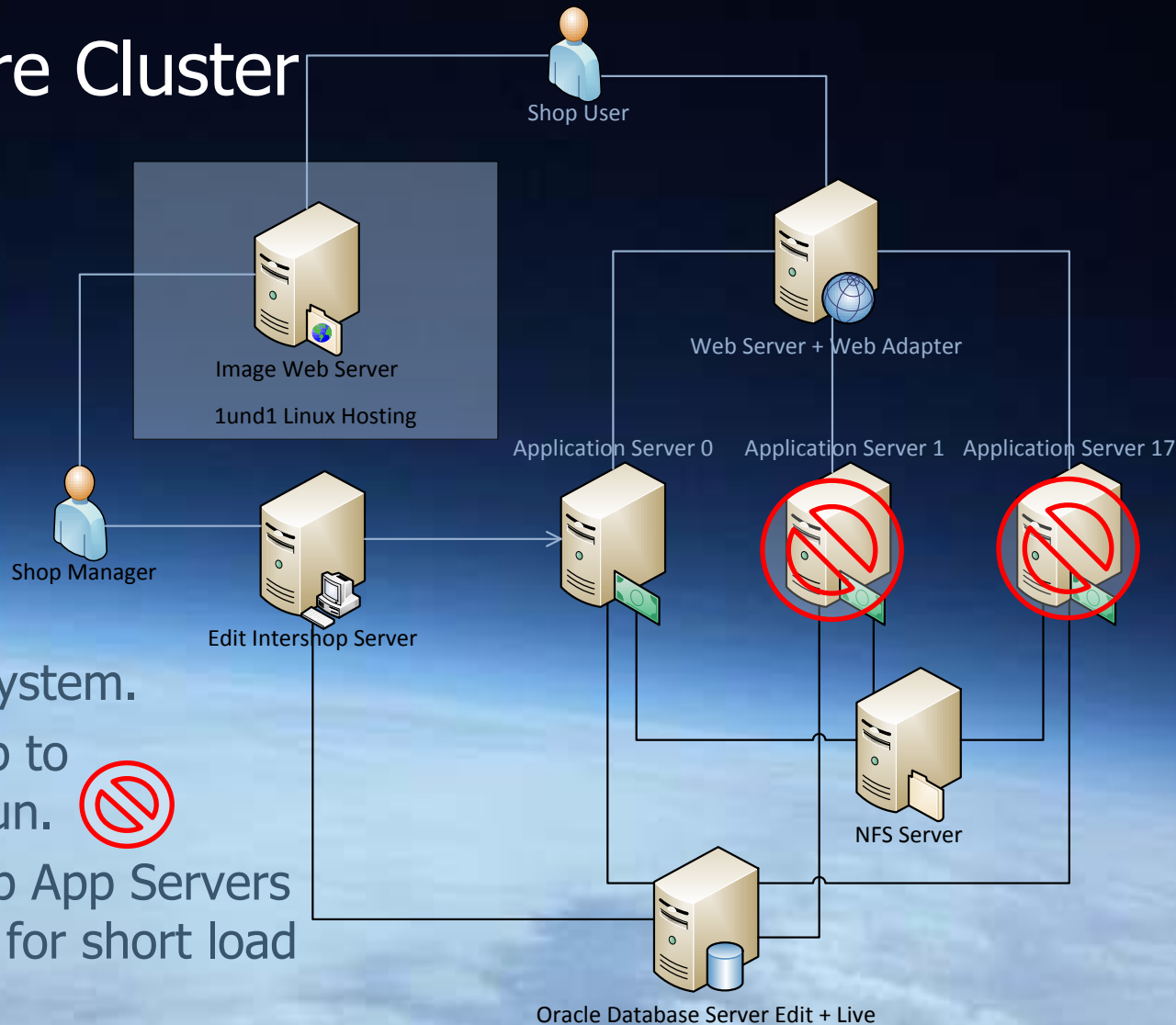
Change Instance Type




ShopInSphere.de (Start Q1/2014)

Cloud Empowered Intershop

- ShopInSphere Cluster



Several online shops will be hosted on this cluster. It is divided in edit/test and live system.

On the live system up to 18 App Server may run. 

We can start and stop App Servers within minutes. Even for short load bursts

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www.ShopInSphere.de

Thank you

Contact:

JN@4FO.de



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