Introduction

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Google, eBay, Amazon.com

These names are synonymous with success

◆ What is their secret?
  – From user’s point of view they all deliver personalised information and very easy to use
Google, eBay, Amazon.com

But don’t let the simplicity and ease of use fool you.

- These services are:
  - large scale
  - Uses highly sophisticated platform
Behind the Scene Innovations

◆ These sites provide:
  – Enterprise-class security
  – Availability and performance
  – Using massively scaled multitenant architectures
Behind the Scene Innovations

- They upgrade automatically, deploying new waves of new functionalities at an astounding rate, without requiring the customers to do anything
Behind the Scene Innovations

- They deploy their applications as a service over the Internet. As a result, their IT staffs can focus on creating exciting new services, and innovative interfaces, rather than deploying and maintaining the software.
Convergence of Technologies

Several market developments and technologies come together to provide a viable alternative to making extensive investments in IT infrastructure and traditional client/server software:

- Widely available broadband internet connection
- More applications that support Web services approach
- The proven security and scalability of popular SaaS applications and adoption of SOA