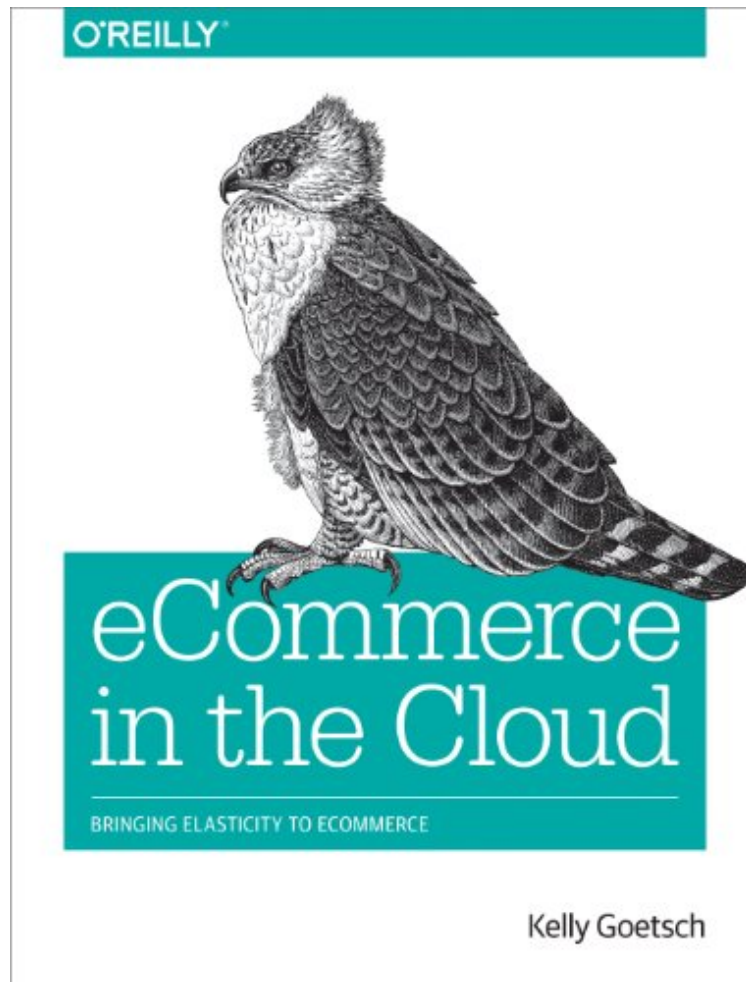


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## eCommerce in the Cloud: Bringing Elasticity to eCommerce

*Kelly Goetsch*

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**Kelly Goetsch : eCommerce in the Cloud: Bringing Elasticity to eCommerce** before purchasing it in order to gauge whether or not it would be worth my time, and all praised eCommerce in the Cloud: Bringing Elasticity to eCommerce:

0 of 0 people found the following review helpful. Intelligently Written and Presented with Quality Educational Context for the Business Person and IT TechieBy BookLoverEvery now and then, a brilliant book is written that caters to both the business person looking to get a fundamental understanding of a subject and an IT techie who needs to develop vendor neutral breadth and depth as part of their toolbox set of skills. This is that kind of book that Kelly has excelled in delivering. The reader, regardless of their background will get a solid fundamental understanding of the "Cloud", key architectural concepts needed to understand how this computing infrastructure is designed, planned, structured, and implemented. It is also vendor neutral which in turn gives the reader the educational foundation needed to properly assess what the current cloud vendor solutions are and how to intelligently compare them to each other. The illustrations are pragmatic with the right amount of detail so that techies with an IT architectural background will

grasp how the "Cloud" framework is structured while not overwhelming the business user wanting to become well versed in this subject. Kudos to Kelly for a clearly articulated educational and informative book! 1 of 1 people found the following review helpful. Four Stars By Nanna Vangkilde Great always at my desk at work. 0 of 0 people found the following review helpful. I Highly Recommend... By Customer SKelly Goetsch's book: eCommerce in the Cloud is right to the point and has great explanations. This book is good for a company who wants to create eCommerce. Though you might find that the book expects the reader to have some background knowledge, it still has good break downs and easy to follow visuals. The book employs many great teaching methods. To name a few, the visuals and tables depict concepts in a way to aid the reading. Also, the summaries at the end of the chapters bring up repetition and rephrasing to keep the information readily in mind. And finally, I really appreciate the light tone in which this book is written. It is very clearly written by an expert.

Is your eCommerce solution ready for the cloud? This practical guide shows experienced and aspiring web architects alike how to adopt cloud computing incrementally, using public Infrastructure-as-a-Service and Platform-as-a-Service. You will learn how to marshal as much capacity as you need to handle peak holiday or special-event traffic. Written by eCommerce expert Kelly Goetsch, this book helps architects leverage recent technological advances that have made it possible to run an entire enterprise-level eCommerce platform from a cloud. Explore cloud service models: Infrastructure-as-a-Service, Platform-as-a-Service, and Software-as-a-Service. Learn about public, hybrid, and private cloud deployment models. Understand the impact of omnichannel retailing on platform and deployment architectures. Build an auto-scaling solution that can quickly add or subtract hardware in response to real-time traffic. Re-apply what you already know about security to the cloud. Run a single eCommerce platform from multiple data centers, including several forms of multi-master. Build a hybrid solution or deploy your entire platform to the cloud. Learn application and deployment architecture for "cloud native" through legacy eCommerce platforms. Use Software-as-a-Service for eCommerce, including Content Delivery Networks and Global Site Load Balancing services.

About the Author Kelly is Oracle's leading expert on large-scale eCommerce deployments, having architected, implemented and advised many of the largest eCommerce properties in the world. Kelly is director of product management in Oracle's Cloud Application Foundation group, where he is at the intersection of Oracle Commerce (a combination of ATG and Endeca, which Oracle both acquired in 2011) and the larger portfolio of Oracle products that power eCommerce. Kelly has written eight white papers on various topics related to large-scale eCommerce and regularly speaks on behalf of Oracle at industry events. He has filed for three patents and hold a Bachelor's degree in Entrepreneurship and a Master's degree in Information Systems Management, both from the University of Illinois at Chicago.