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Make Web Not War

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Kevin D'Souza
Evangelist
Microsoft India



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Popular Searches: Indian Premier League | Elections 09 | LTTE

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What's Hot | Elections 2009 | Sports | Bollywood

- Live coverage: India votes for last lap of LS polls
- Bank staff may have to bear 25 percent of pension cost
- MSN Quiz: Democracy as an ancient political philosophy
- US First Lady Michelle Obama's shoes make news
- In Pictures: South Indian Superstars: Then and Now!
- **MSN India's Cricketer of the Week: Matthew Hayden**
- ICC Cricket Committee gives nod to referral system

Popular Videos

- ▶ McCullum strikes good form, in vain
- ▶ Cops raid Jayaprada's hotel room
- ▶ Dwayne Bravo's knock sinks Kings XI
- ▶ Amitabh recalls the history of IIFA
- ▶ Bikini secrets: You can look sexy too!
- ▶ Mulyam Singh hits out at bystander

Editor's Pick | Entertainment | News | **IPL video highlights**

Lifestyle

Malaika Arora Khan on Sizzle Pot
She's the sexiest mamma in town, she oozes style and oomph and no one justifies the word 'Bootylicious' more than her. Super Mom Malaika Arora Khan is our pick in Sizzle Pot this week...

- Sex on a platter: It's just a crush...or is it?
- Celeb spotting @ the L'Oreal bash for Sonam Kapoor
- Snapshots: Yummy mummies from Hollywood
- Rewind: A look back at the bikini week lineup

IPL-2

I wanted to put in a special performance: Taylor | The victory belongs to Ross Taylor, says coach Jennings

- Bravo, spinners lead Mumbai to easy win
- Kolkata Knight Riders: 'Knights' no more!
- Taylor's brilliance did it for RCB: Kumble
- Fans root for mystery blogger's identity
- SMS game introduced in IPL withdrawn
- **Watch Bhajji's juggling act: Video**
- **Taylor seals win with massive six**

News & Biz

Rahman resents use of 'Jai Ho' in poll campaign | Images: From Ladak to Kolkata: Voters queue up to vote | MSN Battles

- Star wars: Varun, Sidhu, Azhar, PC in fray
- Egyptian court bans pornographic websites
- Laid off IIM students seek fresh placement
- Aarushi's parents live on painful memories
- Advani's daughter: I am not joining politics

Entertainment

Glam Zone: Priyanka Kothari returns with 'Agyaat' | Top Stories | Movie Trailers | Hot Galleries

- **First Look: Amitabh Bachchan's 'Aladin'**
- Hot Snaps of Shriya Saran in 'Thorana'
- Peek Preview: Mohanlal's 'Bhagvan'
- Multiplex imbroolio: Bollywood bleeds!

EXPAND

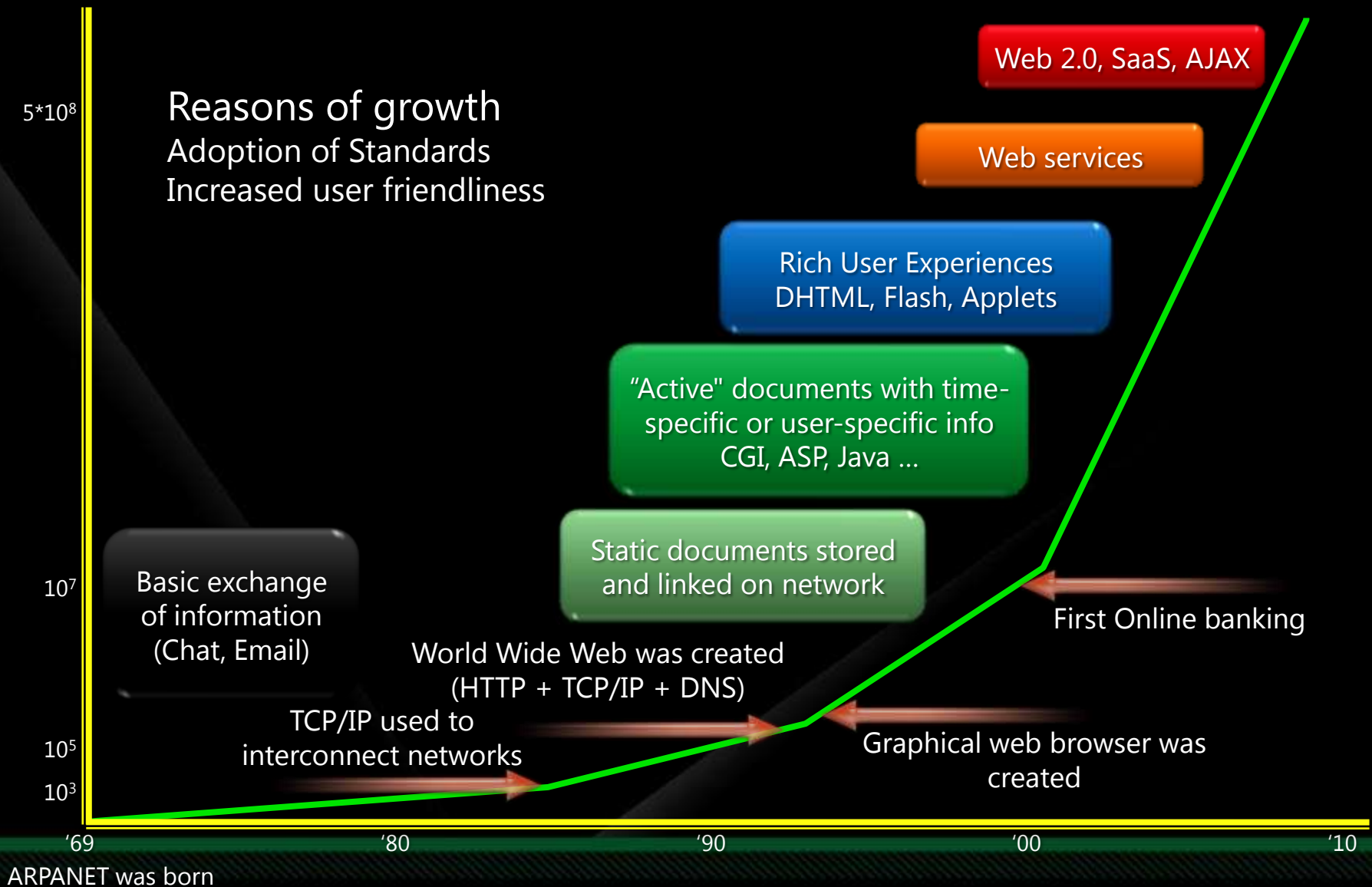
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Enquiries

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- Trains From/To
- Availability
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Welcome to Online Rail Ticket Booking

Booking Hours
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Sundays : 08:00 AM to 2:00 PM.

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Pilgrimage

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User Guides

- i-Ticket
- E-Ticket
- Season Ticket
- Self User Guide
- Quick Ticket Guide
- Browser Setting

General

- Rules & Policies
- Frequently Asked Questions
- Statistics
- Terms And Conditions
- 50% Tatkal Quota
- New Facilities in E-Ticket
- Women Sr Citizens Concession
- Scheme for issue of walletted E-tickets

Ticket Delivery

- Areas Covered
- Pincodes Covered

Cancellation Procedure

- i-Tickets
- E-Tickets

Security

- Protect against fraudulent emails

Information for Agents

- RTSA
- IATA / TAAI / TAFI
- INTERNET CAFE SCHEME
- IRCTC Authorised Agents
- Do's & Don'ts For The Agents
- Booking/Cancellation Request Slip for Agents

irctc.co.in - Today

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Sanjay Aggarwal

General Manager (Operations)

IRCTC

E-commerce

Experience Sharing

Sanjay Aggarwal
General Manager (Operations)
IRCTC

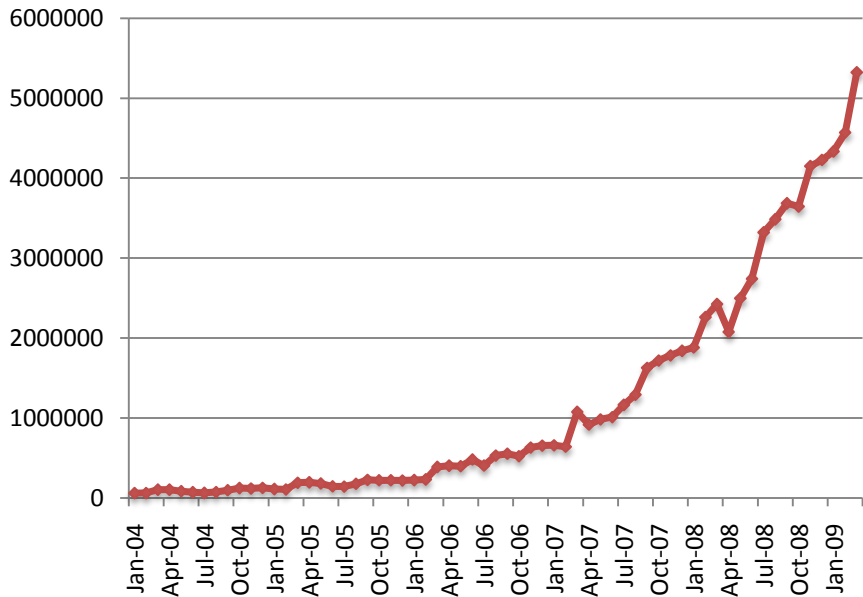
Agenda

- Brief Review of E-Commerce in India
- IRCTC Story
- Challenges
 - Payment gateways
 - Security
 - Others
- Linkages with Microsoft

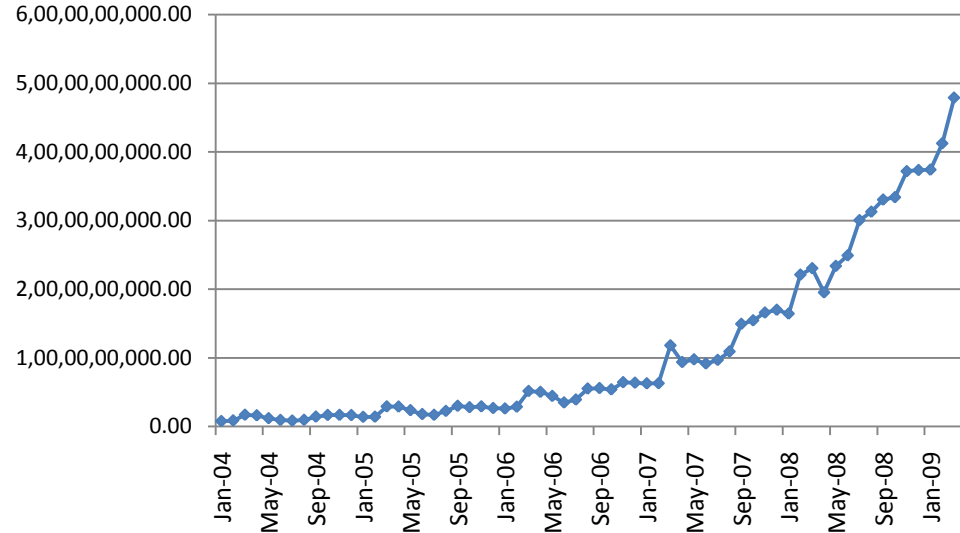
E-commerce

- Definition??
- Around \$ 2 billion in 2008 – 09
- Travel followed by Job/Matrimony Portals are front runners

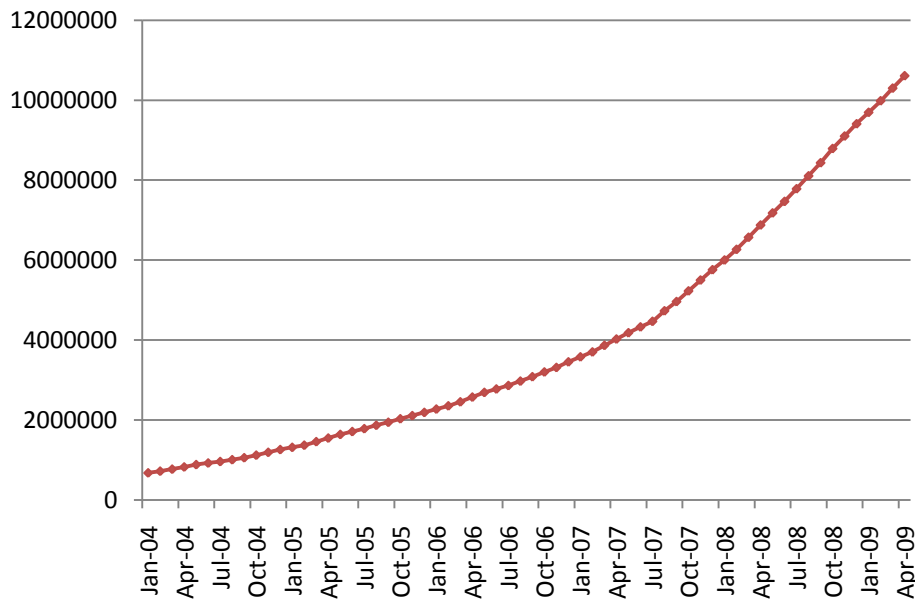
Number of Tickets



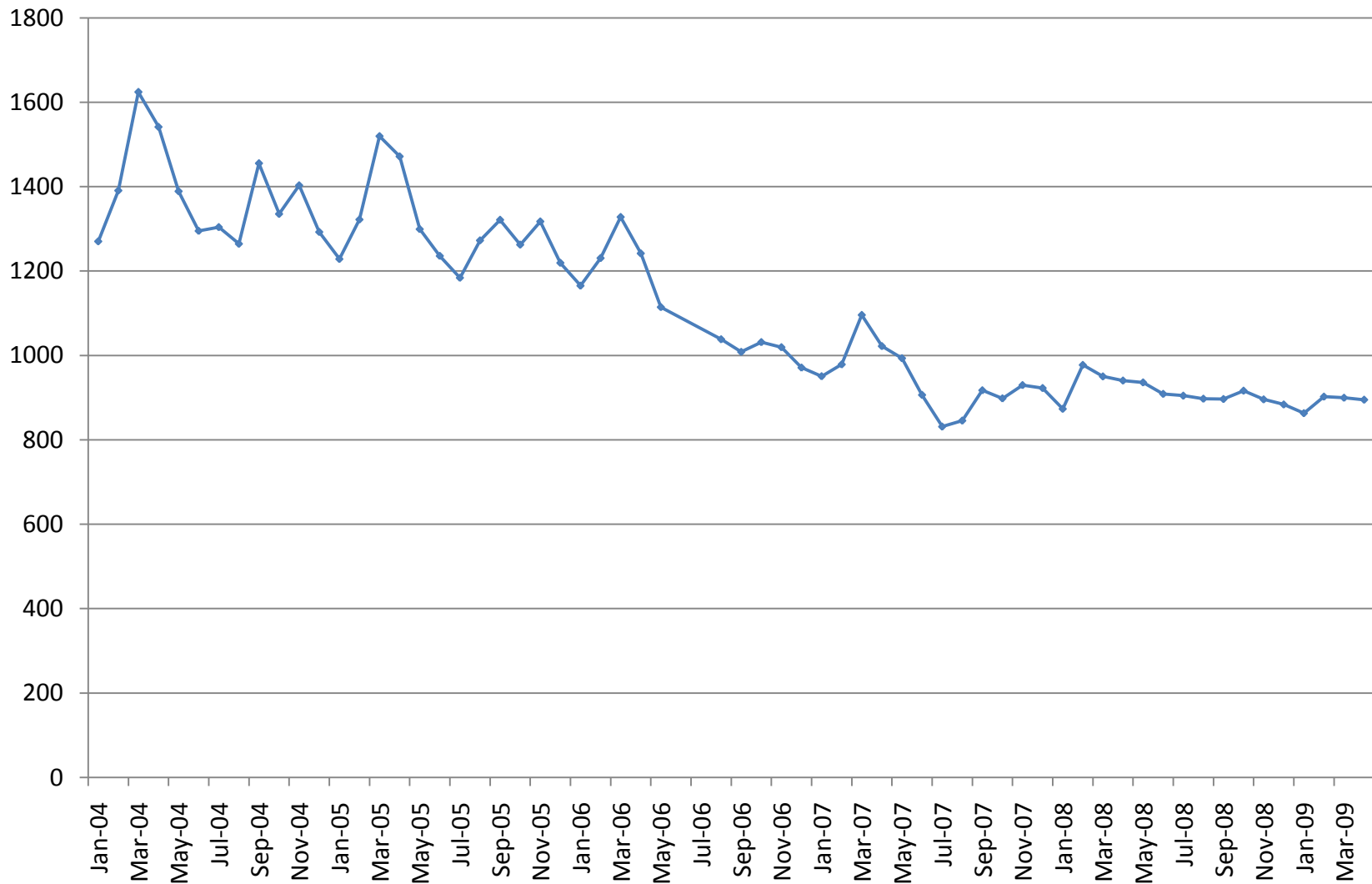
Ticket Value



Registered Users



Average Value of Ticket

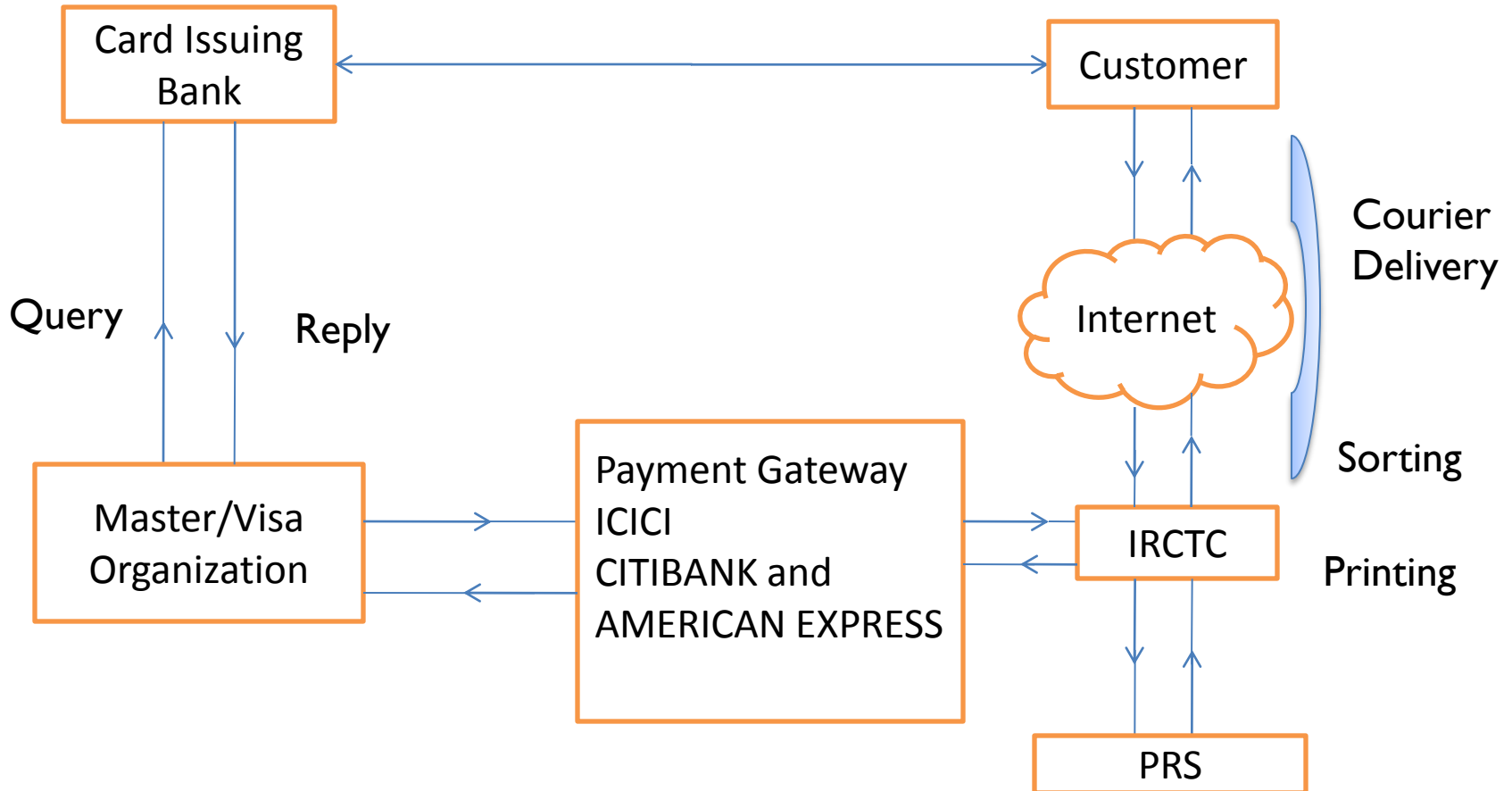


Internet Ticketing at IRCTC

- Biggest E-Commerce Website
- Total Number of Registered Users are around 9 million
- Average Daily Booking of Tickets is more than 1,70,000
- Highest Number of Ticket Booked on a particular day is 2,26,929
- Revenue generated each month is around 250 crore which constitutes 20 – 25 % of revenue generated by Indian Railway.
- Transaction done through IRCTC is 25 – 30% of total Transaction of Indian Railway

Typical Process Flow

(I-Ticket through Credit Card)



Payment Options

- Credit Card Payment Gateway
- Debit Card / Net Banking
- Cash Cards (For users who don't have Credit Cards or don't want to expose their cards details on the internet)

Credit Card Payment Gateway

ICICI, HDFC, Citibank, Axis and American Express Payment gateways

- All VISA/MASTER/DINERS/AMEX and HDFC SBI, AXIS, ICICI, Deutsche Bank & Karur Vysya VISA Debit Cards are accepted on these PGs.
- First to introduce “Verified by Visa” and “Mastercard Secure” security in the country. (2005)
- First to introduce “Address Verification System” with AMEX in country.
- Chargeback only 0.02% as compared to market trend of more than 2%.

Direct Debit / Net Banking

- ICICI Bank
- HDFC Bank
- Citibank
- Bank of Rajasthan
- State Bank of India
- SBI Debit Card
- Corporation Bank
- All SBI Banks
- Indian Bank
- UTI Bank
- State Bank of Travancore
- Bank of Punjab*
- Punjab National Bank*
- Karnataka Bank
- Union Bank of India*
- ABM AMRO*
- Bank of India*
- IDBI Bank
- Andhra Bank*
- Indusland Bank*
- Union Bank of India*
- Syndicate Bank*
- Federal Bank*
- Centurion Bank*
- Bank of Baroda*

Less success rate

*NIL Transaction Charges

Cash Cards

Done Cash Card (Transaction Charges NIL)

ITZ Cash Card (Transaction Charges Rs. 1.5% of the transaction value)

I Cash Card (Transaction Charges Rs. 2.50)

- Already more than 20% share in online booking
- Good Success Rate

IRCTC Front End Architecture

- Three tier architecture
- IIS 6.0 on Windows 2003
- Broadvision 7.1 AB Enterprise Edition on Windows 2003 Advanced Server at Application Servers Layer
- Oracle 10g Enterprise Edition on Linux AS 4.0 Server with Oracle RAC at Database Server Layer
- Protected by Checkpoint Firewalls at PRS (Connectivity and with Internet)
- Mail Gateway Protection with Trend/Micro Interscan Messaging Security Suite (IMSS)
- CA and Symantec Antivirus systems for servers and Desktops

Connectivity

- 150 Mbps served by MTNL & Others
- OFC link with PRS, New Delhi
- 128 kbps leased line served by MTNL for connectivity to Mumbai Print Centre
- Static Data Hosted on a Itanium Servers Hosted at IRCTC Premises with Daily Synchronization of Data with PRS, New Delhi
- Dynamic Data accessed from PRS, New Delhi through OFC Link

Linkages to Microsoft

- Current
 - Windows Server 2003
 - IIS 6.0
- Future
 - Virtualization
 - Agents Gateway

THANKS

Today's Web Ecosystem

- Constantly changing and evolving entity
- Development Ecosystem in Changing
 - Cost & Friction Reduction Are Key
 - Focus on Building Blocks rather than From Scratch
 - Community Applications are now “good-enough” for businesses – both large and small

Microsoft Web Platform

- A powerful set of **tools, servers, and technologies** optimized for building and hosting next generation web applications.

Including PHP!

The better-together web platform

A complete stack that combines a rich and powerful **web application framework** with a supporting cast of **tools**, **servers**, and **technologies** for creating, designing, developing and delivering web solutions.



Let's start with a Powerful Framework

ASP.NET is a **FREE** powerful **web application framework** for building dynamic web applications. Whether it's a small, personal websites or a large, enterprise class web applications, ASP.NET is adaptable to a wide variety of projects and development styles.

Why I love ASP.NET...

- AJAX baked in
- LINQ
- ASP.NET Dynamic Data
- Controls
- MVC
- Localization
- Templates
- Multiple Languages

LOCALIZATION
PROFILES
AUTHENTICATION
TEMPLATES
DYNAMIC DATA
RICH CONTROLS
STANDARDS
WEB SERVICES
AJAX BUILT-IN
DYNAMIC DATA
MOBILE

Supported by Standard-Friendly Tools

Visual Studio + Expression Web offers a complete environment for building standards-based web applications and services. Seamlessly integrate both left brain and right brain, developer-designer workflows.

DESIGN SURFACE
HTML/CSS
JAVASCRIPT
DEBUGGER
EXTENSIBLE
MANAGEMENT
INTELLISENSE
EDITOR
TOOLTIPS

For Developers

Visual Studio offers a **FREE** web development environment for developing and testing next-generation **standards-based web applications** and services.



DESIGN SURFACE
HTML/CSS
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What makes Visual Studio ROCK...

- JavaScript
- Intellisense everywhere
- Rich Design Surface
- Project Management
- CSS Manager
- Debugger
- Extensibility

DESIGN SURFACE
HTML/CSS
JAVASCRIPT
DEBUGGER
EXTENSIBLE
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And Designers

Expression Web offers **powerful design tools** for **web standards**, ASP.NET, PHP and XML. Unleash your creative ideas and bring your web sites to life.

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Expression® Web

STANDARDS
RICH MEDIA
VALIDATION
INTELLISENSE

XSLT

CSS

DESIGN

ACCESSIBILITY

SUPPORT

SURFACE

IMPORT

Expression Web is cool ...

- Pixel Perfect
- Standards based
- Accessibility
- Yes, Photoshop & PHP
- Development Servers
- Rich Media
- SuperPreview



Backed by a Robust Database

SQL Server 2008 is a complete database engine providing best in class ease of use and manageability for running high performance web applications. Easily create data-enabled web applications with SQL Server's support for LINQ, Entity Data Model, and ADO.NET.

PERFORMANCE
RELIABILITY
VIRTUALIZATION
REPORTING
SECURITY
OLTP
TOOLS
PHP DRIVER
INTELLIGENCE
DEPLOYMENT
POLICY

Why I love SQL Server ...

- Administration
- PHP Drivers
- BI Capabilities
- High Performance & reliability
- Integration

Running on a Flexible **Web Server**

Internet Information Services 7.0 in Windows Server® 2008 provides a secure, easy-to-manage Web platform for reliably hosting rich Web applications and Web services. Easily deploy ASP.NET and PHP applications on the same server.

URL REWRITING

STREAMING

MODULAR

PERFORMANCE

CACHING

SCALABLE

DEPLOYMENT

MANAGEMENT

EXTENSIONS

SECURE

FASTCGI

fastCGI

Windows Media Services

FTP

NASCAR on TNT

IIS7 Rocks...

- Modular
 - Extensible
 - URL rewriting
 - Media Streaming
 - PHP
 - Deployment
-

HAVE IT ALL

Have your cake and eat it too. **Reliability, Control, Security and Choice.**

- ✓ Dynamically **Scale** Web farm capacity
- ✓ Dynamic **Caching** and Compression
- ✓ Powerful **Diagnostic** Tools
- ✓ **Reduced** Server Footprint
- ✓ Automatic application **Isolation**
- ✓ Tools for **Centralized** and Delegated **Remote** Management
- ✓ Extend and **Customize**

all in one.

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Get the core platform with a simple downloadable installer.

With **everything** you need to get started.

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Microsoft Web Platform Installer

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- ✓ Stay up-to-date and explore what's new.
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music videos

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Songs from my set in Vegas, Labor Day Weekend

By T-Pain

November 11th, 2008

view all featured playlists / create your own

listen to the first track



Go Getta
YOUNG JEEZY R. Kelly



featured videos



Old Enough
The Rascallz

Jack and the boy head for the hills in their latest video, "Old Enough"

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CAFES

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PARK

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MEMORABILIA

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FEATURED ARTISTS

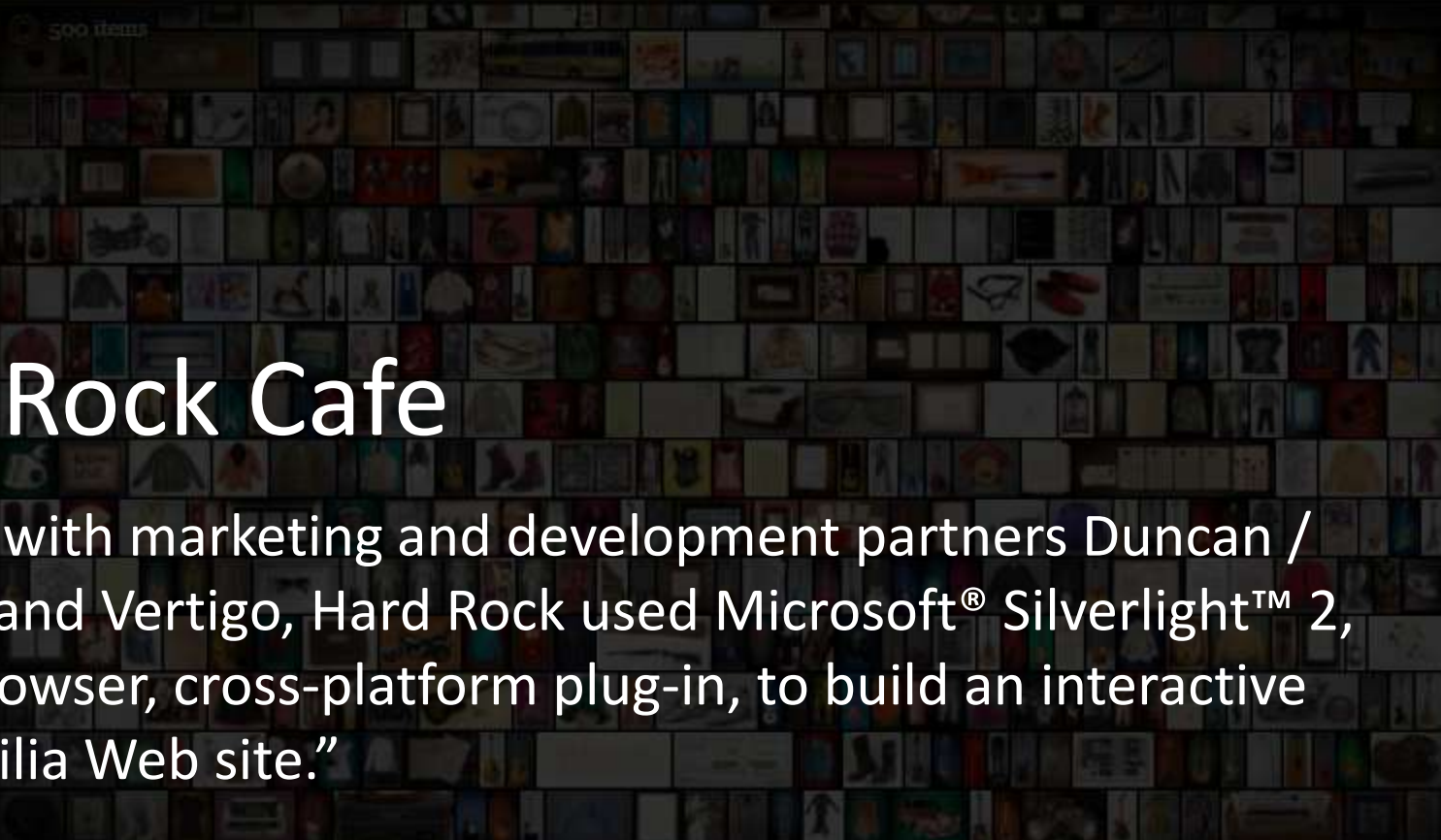
- The Beatles
- James Brown
- Bob Dylan
- Guns N' Roses
- Jimi Hendrix
- Buddy Holly
- John Lennon
- Madonna
- Mötley Crüe
- Elvis Presley
- Queen
- The Rolling Stones
- The Who

TYPE

DECADE

GENRE

LOCATION



Hard Rock Cafe

“Working with marketing and development partners Duncan / Channon and Vertigo, Hard Rock used Microsoft® Silverlight™ 2, a cross-browser, cross-platform plug-in, to build an interactive memorabilia Web site.”

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hardrock.com

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- John Lennon
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- Elvis Presley
- Queen
- The Rolling Stones
- The Who

TYPE

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LOCATION



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Click here to create your own playlist!

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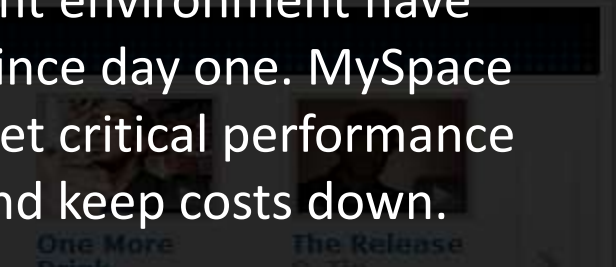
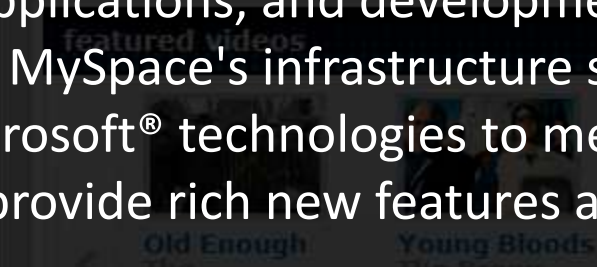
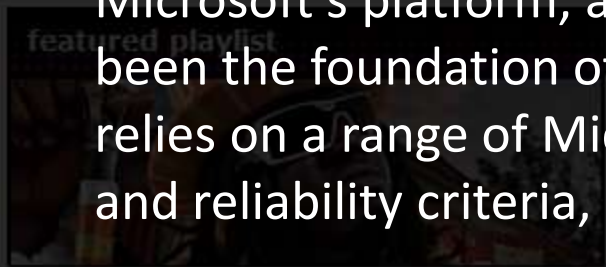
Music Search

my music music videos featured playlists top artists shows classifieds forums



MySpace.com

Microsoft's platform, applications, and development environment have been the foundation of MySpace's infrastructure since day one. MySpace relies on a range of Microsoft® technologies to meet critical performance and reliability criteria, provide rich new features and keep costs down.



.NET Framework | ASP.NET | IIS | SQL Server

Songs from my set in Vegas, Labor Day Weekend

By T-Pain

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myspace.com

YOUNG JEEZY R. Kelly

07:49

Old Enough
The Racanteurs

Young Bloods
The Bronx

One More Drink
Ludacris R. T-Pain

The Release
Q-Tip

It's the ultimate...
hard rockers The Bronx.

With his new album set to drop this month, Ludacris releases his first...

Abstract Poet celebrates his new album w/ 200 of his MySpace Philly friends.

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Britney's Beats

By Britney Spears

December 2nd, 2008

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Michael Jackson
00:00 04:54
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G.L.O.W.
Smashing Pumpkins

You've heard it on "Guitar Hero," now watch the video for "G.L.O.W." by the mighty Smashing Pumpkins



Frozen
Tami Chynn

Akon produced, Jamaica-bred Tami Chynn debuts her music video for infectious track "Frozen"



My Lucky Day
Bruce Springsteen

The Boss is back! Check out "Lucky Day," the latest video from Bruce Springsteen.



Kiss My Sass
Cobra Starship

Bust out your favorite neon shirt as you spin the latest clip from Cobra Starship, featuring Travis McCoy

ଆଭାର

ଧନ୍ୟବାଦ

நன்றி

धन्यवाद

Thank You!

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ಧನ್ಯವಾದಗಳು

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ଧନ୍ୟବାଦ

தந்தியை

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