ejip.net

The Enterprise Java™ Internet Provider



JavaCon

Java Hosting Presentation

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Speaker Background

- **Jason Westra – jwestra@ejip.net**
  - Co-founder and CTO, Ejip.Net.
- **Paul Little – plittle@ejip.net**
  - Chief Architect, Ejip.net Hosting Platform



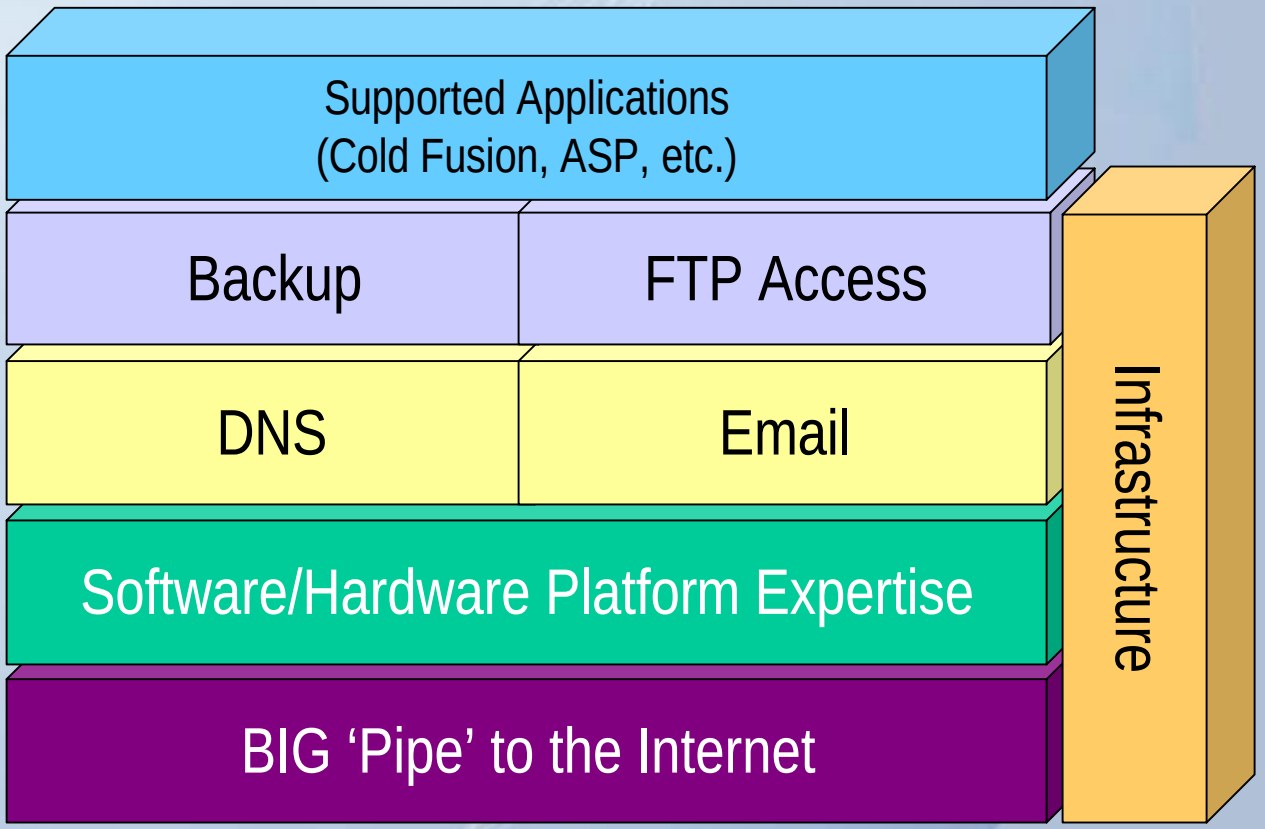
Agenda

- Introductions √
- Overview of the Java Hosting Market
- Ejip.net
  The Enterprise Java™ Internet Provider
  - Features of ejip.net
  - Architecture
- Q & A



Overview of the Java Hosting Market

The Hosting Model





Application Hosting for Individuals at ISPs Today

- CGI
- ASP (Microsoft Active Server Pages)
- Cold Fusion
- JSP/Servlet Hosting (Private and Shared JVMs)
- Database support



What ISPs Typically Lack…

- Architectural flexibility to manage your applications effectively
  - *"…there are times when you may change a Servlet or a JSP but the change is not reflected in the Web server. To flush the cache the Web server and Servlet engines must be restarted; however we cannot do this frequently due to server side session management; i.e., our customers' eCommerce data would be lost each time we restart the Web server." - Imagine Internet Services*



What ISPs Typically Lack…cont.

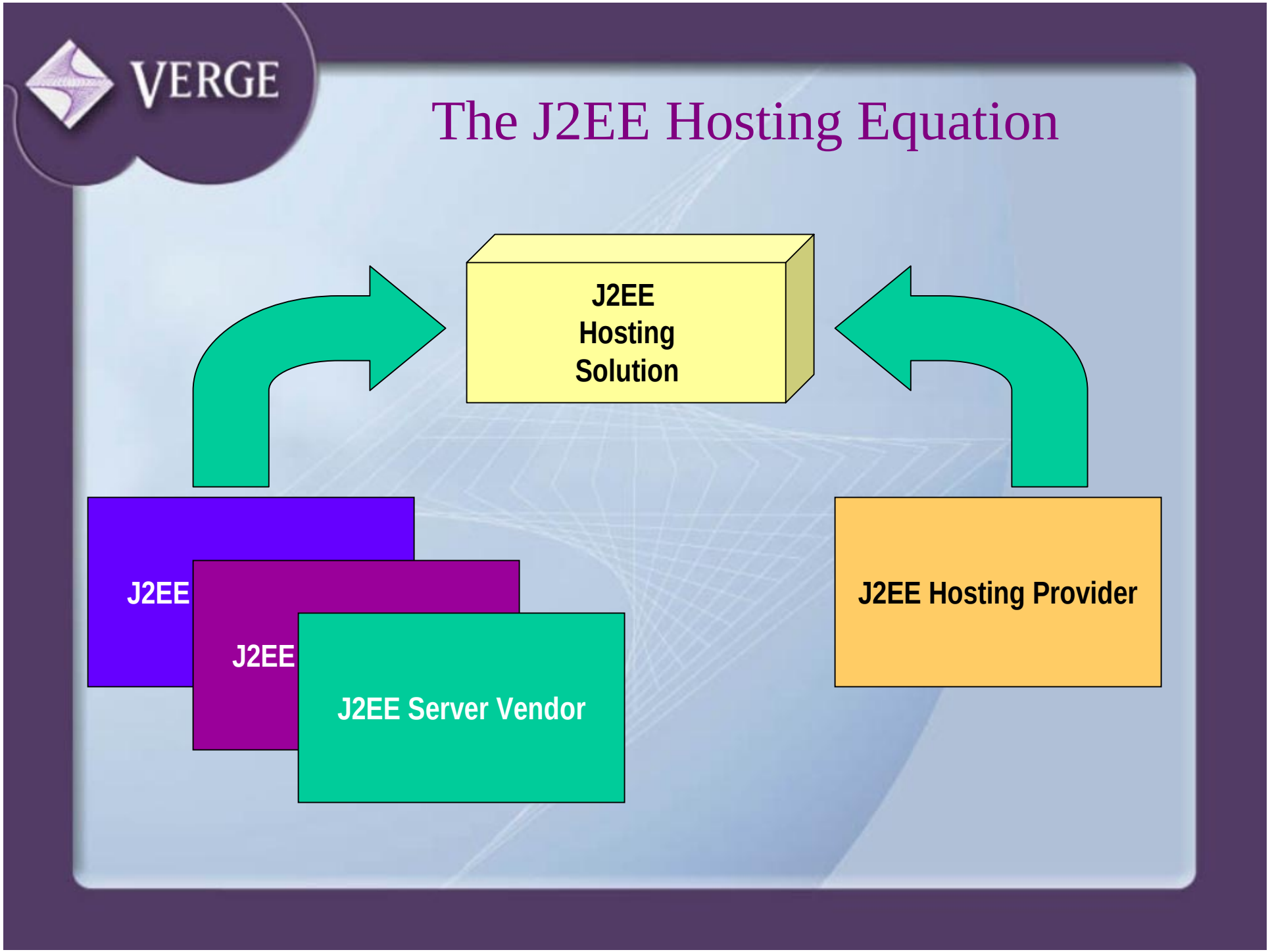
- Easy to use tools to manage applications effectively
- Scalability
- Transactional capabilities

"Today's ISPs don't offer the tools or environment to host increasingly sophisticated applications." – Paul Little, Chief Architect, Ejip.net Hosting Platform



The Future of Complex Web Hosting – J2EE

- Offers hosting for J2EE APIs:
  - JSP/Servlets, JNDI, JTA/JTS, JDBC, Java Mail, JMS, EJB
- Individually managed J2EE servers
- Browser-based Administration
  - Easy integration with hosting environment
  - Manage applications from anywhere
- Transactional, enterprise database management systems for data integrity and scalability


VERGE
The J2EE Hosting Equation
J2EE
Hosting
Solution
J2EE
J2EE
J2EE Server Vendor
J2EE Hosting Provider



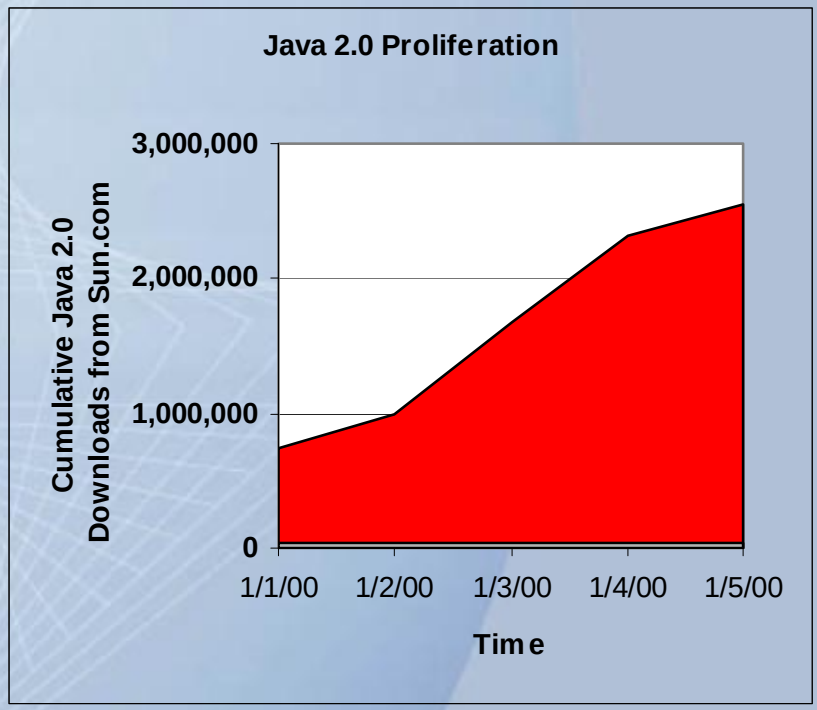
J2EE Server Vendors

- Evermind
  - Orion Application Server (www.orionserver.com)
- BEA Systems
  - BEA WebLogic Application Server
  - (www.bea.com)
- Tomcat JSP/Servlet Engine

Java Demand

- *About 44 percent of more than 500 software developers in North America said they are using Java some portion of the time. Outside of North America, about 43 percent of software developers said they are* ***using Java.*** *(Evans Marketing Services, Research Group, 11/99)*

- ***Java has become the programming language of choice for professional developers building Web applications.“*** *(IDC, 6/10/99)*





J2EE Hosting Providers

- Currently no comparable automated full-J2EE hosting other than Ejip.net
- Ejip.net, The Enterprise Java™ Internet Provider
  - JSP/Servlet Hosting
  - EJB Hosting
  - Numerous other hosting features



ejip.net

The Enterprise Java™ Internet Provider



ejip.net - The Enterprise Java™ Internet Provider

- Features of ejip.net
- Architectural Highlights



What is ejip.net?

- Fully-automated Java hosting provider for J2EE applications
- Hides complexity of J2EE environment setup and configuration

Feature	Description
JSP/Servlet Hosting	Private instance of JSP/Servlet Engine
J2EE Server Hosting	Private instance of major vendor J2EE Server (EJB hosting)
Multiple vendor support	Plug-in capabilities with vendors offering JSP/Servlet engines and J2EE servers
Integrated administration console	Browser-based, secure, generic, manages hosted ejip.net server of choice, naming service, database, logs, and the deployment of JSPs, servlets, and EJBs
Database schema	Own schema for application data storage
Utility classes	Provides connection pooling, naming service access, etc. value-add. Useful for JSP/Servlet-only hosting



What is ejip.net? cont…

ejip.net fulfills a ‘grey area’ in the J2EE and EJB specifications around deployment and system administration…

Role	Responsible Party
Application Component Provider	ejip.net user
Application Assembler	ejip.net user
Deployer	ejip.net user and ejip.net
System Administrator	ejip.net
J2EE Product Provider	Vendor
Container Provider (Web or EJB)	Vendor



Architectural Highlights of ejip.net



ejip.net Requirements

- Scalable
- Data integrity
- OS Platform agnostic
- Flexible architecture
- Secure
- Ease of use
- Automation!



J2EE Platform and Model 2 Architecture

Requirements

- Scalable √
- Data integrity √
- OS Platform agnostic √
- Flexible architecture √
- Secure √
- Ease of use
- Automation!

Value

- J2EE Servers offering clustering, fault-tolerance, and transactional capabilities
- Ejip.Net is deployable on Unix, Linux, NT platforms
- Allows plug-in of third-party components
- Clear separation of presentation, controller, and business logic components
- SSL and J2EE security for secure data and login



ejip.net Integrated Console

Requirements

- Scalable
- Data integrity
- OS Platform agnostic √
- Flexible architecture √
- Secure √
- Ease of use √
- Automation!

Value

- Deploy JSPs, servlets, and EJBs from integrated, file-browser interface
- No client administration software necessary
- Manage server from anywhere!
- Modify server properties through browser
- Start/Stop your own server as needed
- Manage database through browser
- View log files remotely
- View JNDI entries
- Generic = easy to change server configurations
- Secure server administration (HTTPS)

Data-driven Environment

Requirements

- Scalable
- Data integrity
- OS Platform agnostic √
- Flexible architecture √
- Secure
- Ease of use
- Automation! √

Value

- Flexible deployment of ejip.net applications across multiple platforms
- Plug-in configuration of new vendor offerings with updates to tables and ejip XML configuration files
- Allows for generic, intelligent automation capabilities for environment setup



Fully-Automated Customer Environment Setup

Requirements

- Scalable
- Data integrity
- OS Platform agnostic
- Flexible architecture
- Secure
- Ease of use
- Automation! √

Value

- Speedy ejip.net customer registration (~ 10 minutes)
  1. Registration data entry (~9 mins)
  2. Real-time credit card processing, account setup, J2EE environment configuration (under 1 minute)
  3. Start deploying through ejip.net!
- Enables user to scale up or down at any time
- Automatic setup of DNS, Virtual Mail, FTP Account
- Eliminates human factor
  1. Quality
  2. Time



Fully-Automated Production Environment Setup

Requirements

- Scalable √
- Data integrity
- OS Platform agnostic
- Flexible architecture √
- Secure
- Ease of use
- Automation! √

Value

- Allows ejip.net to scale new hosting boxes fast
- Build new boxes from configuration files to quickly meet demand
- Ejip.net application automatically recognizes new boxes as they are added!
- Eliminates human factor
  1. Quality
  2. Time



Summary:
What to look for in a Java Hosting Provider

- Offers J2EE hosting, not just JSP and servlets
- Private instances
- Multiple server support offering diverse price-points
- Database support
- Automation
- Scalable, reliable, and secure
- Cost-effective



Q & A



Thank-you