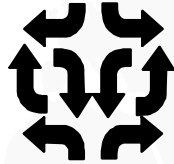


## Accessing and Using Internet



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Engineering  
*Innovative Solutions Since 1994*

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## Objectives

- ◆ What's the Point ?
- ◆ Business Uses
- ◆ How to Access the Internet
- ◆ Cost Comparisons

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## Independent Consultant Needs:

- ◆ Low Cost Rapid Communication
- ◆ Access to Information and Opportunities
- ◆ Marketing Presence

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## Internet is One Way to Meet Needs

- ◆ Communication      E-mail, Mailing Lists, and Usenet
- ◆ Information          Usenet, FTP, Gopher, WAIS, and  
WWW
- ◆ Marketing            Participation in Usenet Topics,  
Servers, Virtual Corporations

FTP = File Transfer Protocol  
WAIS = Wide Area Information Search  
WWW = World Wide Web or "The Web"

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## AICN Can Use the Net for Info Exchange and Referrals

- ◆ E-mail Mailing List and/or Usenet
  - Meeting Notices for All Networks
  - Electronic Newsletters
  - Dissemination of Membership Lists
- ◆ Web Provides Low-Cost Referral Mechanism
  - Hypertext Front-end for Search Engine Like WAIS
  - Put Short Bios on Web Pages with Option to Download more extensive Info

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## Consulting Opportunities Are Now Appearing On-line

- ◆ California State Contracts Registry
  - On State Server at [www.dgs.ca.gov](http://www.dgs.ca.gov)
  - I Found Consulting MSA Announcement
  - Wrote Proposal in One Week and was Selected
- ◆ Federal SBIR Info
  - DoD Q&A
  - Solicitations
  - Electronic Submittal
- ◆ My Web Hot List is Enclosed

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## Marketing on the Internet



Advice Culled from: *The Internet Business Guide*  
by Rosalind Resnick and Dave Taylor, SAMS Pub., 1994

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## Usenet: Relationship Marketing

- ◆ Join Discussion Group in Your Area
- ◆ Post Messages That:
  - Answer Questions
  - Contribute to General Discussion
- ◆ To Avoid Flames:
  - Don't Ask for Money
  - Don't Send Unsolicited E-mail
  - Provide Useful Information (Yes for Free)
  - Be Sensitive to Internet Culture

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## The 10 Rules of Netiquette

1. Only say something if it is interesting and not a repeat
  2. Be brief:  $\leq 45$  lines is good and  $\geq 100$  lines is bad
  3. Don't post anything you don't want seen around the world
  4. Be considerate – No personal attacks
  5. Post message only once
  6. Title with clear meaningful short description of contents
  7. Respect privacy (E-mail has same status as a fax)
  8. Post only relevant material (Check the FAQ\*)
  9. Say what you mean {or use smiley symbols :-) }
  10. Keep signature short – 4-5 lines (Name, Company Name, Address, Phone, Fax, E-mail and 1-2 lines of pertinent info – your “Ad”)
- \* FAQ = Frequently Asked Questions – A document that most newsgroups have describing what they are about

See Emily Postnews in Newsgroup: news.newusers.questions

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## Interesting Usenet Hierarchies

- ◆ comp: Computer Discussions
- ◆ ieee: IEEE Announcements and Topics
- ◆ sci: Science and Engineering Discussions
- ◆ misc.entrepreneurs
- ◆ alt: Generally not Worth Your Time – People Who get Arrested Use Alt Hierarchy Discussions
- ◆ Note: There are 14,145 Newsgroups

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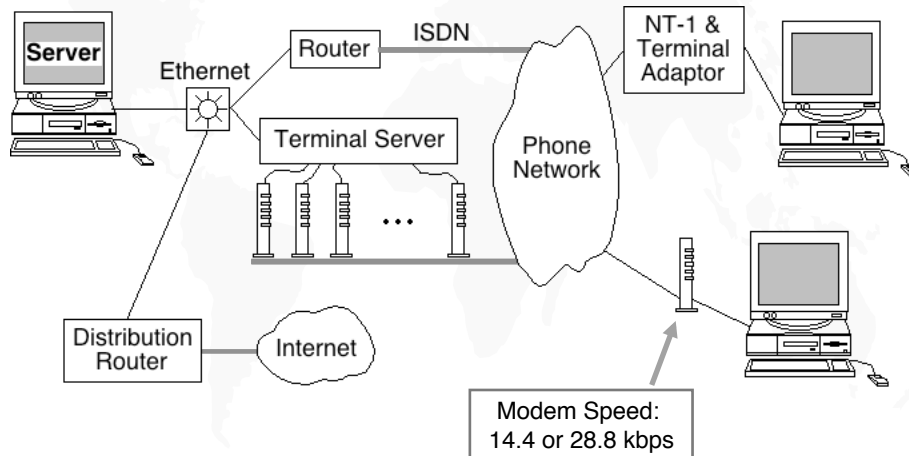
## Billboards on the Net

- ◆ Some Access Providers Now Include 5MB of Disk Space for:
  - Web Home Page (Your Billboard)
  - FTP (Downloadable Info About Your Company)
- ◆ Some may Provide Mailbots (E-mail on Demand)
- ◆ My Provider (PSI) Does Not
- ◆ [www.webcom.com](http://www.webcom.com) Offers Web, FTP, etc..

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## Getting on the Internet



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## On-line Services

- ◆ Organized
- ◆ Supply Comprehensive Software or Work with Simple Comm Package
- ◆ Secure for Credit Card Transactions
- ◆ Good Interfaces
- ◆ Varying Levels of Internet Access
- ◆ Downloading Files from Internet Usually Requires 2 Transfers
- ◆ No E-mail File Attachments to the Internet

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## On-line Services Provide Varying Levels of Internet Access

	E-mail	Usenet	Telnet	FTP	Gopher	WWW
AOL	✓	✓	✓	✓	✓	✓
CIS	✓	✓	✓	✓	✓	✓
Delphi	✓	✓	✓	✓	✓	✓
eWorld	✓	✓	Ⓜ	✓	✓	✓
GEnie	✓	Ⓜ	Ⓜ	Ⓜ	Ⓜ	Ⓜ
Prodigy	✓	✓	Ⓜ	Ⓜ	Ⓜ	✓
✓ Provides the service Ⓜ Planned Ⓜ Lynx (Text-based not graphical)						

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## Internet Unix Shell Access

- ◆ Being Replaced by SLIP/PPP Access
- ◆ Requires Knowledge of Unix
- ◆ Requires Simple Comm Package
- ◆ Offers Varying Levels of Internet Access
- ◆ Downloading Files from Internet Requires 2 Transfers

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## Internet SLIP/PPP Access

- ◆ Makes You a Node on the Internet
- ◆ Direct Graphical Interface to World Wide Web
- ◆ Somewhat On Your Own
- ◆ Download Files Directly
- ◆ Access Tools not Integrated – My Tools Are:
  - MacTCP for TCP/IP      MacPPP for PPP
  - Eudora for E-mail      Newswatcher for Usenet
  - NCSA Telnet      Fetch for FTP
  - TurboGopher      NetScape for WWW

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## Costs: On-line and SLIP/PPP

Service	Monthly	Hours	Hourly	Surcharge	Comment
PSI	29.00	29	1.50	—	Modem or ISDN
Netcom	19.95	40	2.00	—	—
CIS	9.95	5	2.95	—	Now very competitive
	24.95	20	2.95		
Prodigy	9.95	5	2.95	—	—
	29.95	30	2.95		
AOL	9.95	5	3.50	—	—
Delphi	10.00	4	4.00	3.00/mo 9.00/hr	Internet Access Prime Time
	20.00	20	1.80		
eWorld	8.95	4	2.95	—	—
GEnie	8.95	4	3.00	6/15.50/hr	Comm/Prime

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## A Comprehensive S/W Package Provides Easy Connection

- ◆ Full Solutions:
  - Internet in a Box (<\$100)
  - Internet Valet (~\$40)
  - Others
  - Internet Starter/Explorer Kit with Shareware Disks
  - OS/2 Warp
- ◆ InterCon NetShark (Free) for Web and E-mail
- ◆ WinSock DLL for SLIP/PPP and Dialing
- ◆ Windows 95 for PPP, Dialing and E-mail

## What is Difference Between SLIP and PPP ?

- ◆ SLIP is the Serial Line Internet Protocol
  - Supports TCP/IP over Dial-up Line
  - Allows Direct Connection to Internet
  - More Common than PPP
- ◆ PPP is the Point-to-Point Protocol
  - Performs Same Function as SLIP
  - Newer Protocol with Advantages over SLIP
  - Included in Windows 95
  - Used for ISDN Access
- ◆ Should I Worry about SLIP vs. PPP ? NO!

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## What If I Don't Know Anything ?

- ◆ Start with On-line Service (CIS Recommended)
- ◆ IEEE Members can get [iee.org](http://iee.org) E-mail Alias –  
Send E-mail To: [aliases@iee.org](mailto:aliases@iee.org), Include:
  - e-mail address
  - last name
  - first name
  - day-time phone number
  - fax number or blank line
  - IEEE member number
  - Current major IEEE volunteer activity, if applicable
- ◆ Switch to SLIP/PPP Provider when Comfortable
- ◆ Make Sure Access Number is a LOCAL CALL

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## Kip's Simplistic Selection Rules

If You Want	Then Choose
Heavy Internet Usage	SLIP/PPP Provider
Ease of Use Comprehensive S/W	CIS, Netcom, AOL, or Prodigy
Powerful Databases (\$)	CompuServe (CIS)
CBD	On-line service (AOL, CIS, ...)
Text Oriented Access (Older Machine)	Delphi or Shell Provider

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## Important Phone Numbers

- ◆ CompuServe: (800) 848-8199
- ◆ PSI: (800) 827-7482
- ◆ Netcom: (800) 353-6600
- ◆ NI: (800) 273-5600
- ◆ NetVoyage: (310) 253-5353
- ◆ PowerNet: (310) 214-3349
- ◆ EarthLink: (213) 644-9510

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## How to Check out an ISP

- ◆ Try the Following Tests:
  - Call Support and Ask a Question
  - Call Access Number and See if it's Busy (and Verify that it is Local)
- ◆ Technical Issues
  - Is BW from POP to Internet  $\geq$  T1?
  - How Many Hops to the Internet?
  - Is ISDN 2 B-channels with BW-on-Demand?
  - What is Mail and Newsgroup Server?
- ◆ Service Issues
  - Is S/W Provided?
  - Free Home Page on the Web?
  - E-mail with Attachments?
  - SLIP or PPP?