

## **The Electronic Commerce Landscape**

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**Speakers: Anish Bhimani**

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Founder and Executive Vice President  
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As companies rush to offer commercial services and retail sales over the Internet, they are relying on a set of standards and protocols that provide vastly different solutions to the problem of how to secure those transactions.

There are pros and cons to each of these solutions. While some companies prefer the flexibility of general Web-based solutions, others prefer to deploy solutions specific to an application (e.g., home banking, database access, etc.).

Mr. Bhimani will open the session with an overview of the various protocols and technologies. Mr. Goldberg will follow with a discussion of issues related to deployed Web-based security using SSL and the Entegrity AssureWeb solution, and the third speaker will discuss lessons learned related to deployment of SET.

This panel will provide perspectives on the implementation issues with each of these e-commerce technologies. For the novice, it will provide an overview of the various options for deploying Internet commerce solutions. For the more experienced attendee, the panel will provide real-world experiences that are invaluable to the e-commerce implementor.

Items covered in this session include:

- Secure Electronic Transactions (SET)
- Home Banking Protocols (OFX and Integriion)
- Experience in deploying web-based retail sales
- Implementation issues with e-commerce standards