

# Example of case study on online threats

[Business](#), [Company](#)



## **Institutional**

### Differences between Web 1.0 and Web 2.0 Paradigms

Web 2.0 is a program with many advantages. It enjoys collective intelligence; it has a beta and long tail. The essence of the software as a service and is rich in client performance. The web designs of the two versions differ. Whereas web 1.0 has double click, mp3.com, screen scraping, page views and personal websites features the web2.0 has features like Google Ad sense, Wikipedia, wikis, syndication, tagging, blogging and napster features.

The web 2.0 possesses' gravitational core while web 1.0 possesses' hard boundary. This is a very distinct difference between the two versions. The web 1.0 has Akamai and Double click features, which define the web version as an internet platform. Web 2.0 is an advancement of web 1.0 in some features. Some of the features include Double click and Akamai design patterns. The additional features in the web 2.0 include a provision of the self-service leverage and management of algorithmic data. It is possible to cover the entire the whole website. The web 2.0 stretches to the edges; it goes to the extension of the center and with the long tails. The web 2.0 enables occasional transactions in the web application. The ease to transact business services over the web 2.0 is a strong feature of the web design (Charles, 2009).

There are differences between Google and Netscape business models and this is what led to rise of Google and fall in new internet landscape. The first difference is Netscape bears web 1.0 as a standard while Google bears web 2.0 as a standard. Software paradigm did frame Netscape as a web

platform. Netscape was a flagship product with desktop application features. The market perspective was to enhance market dominance through the browser market. The main draw back was the browser was very expensive in relative to the Google browsing. The market strategy was to promote the use web top as a possible replacement of the desktop. This was the boast in the website application. Most information providers did opt to use WebTop in the purchase of servers (Netscape).

Google was an initial web application. The delivery of the browser as service with no package was the first initiative. The payment of the services brought the application as a new software service. The growth of the browser did attribute to continuous improvement in the web designs. There is no need for licensing, usage and sale. There was no provision for the web porting to enable customers operate the software on its own. The Google application was open operating systems. It was more of the homegrown application and utilizes scalable collection of services. Another difference between Google and Netscape is the enhancement of the database management (Charles, 2009). This did reflect Google as a competent browser unlike the Netscape application. Google outdoes the software tool application. There is a specialization in the application of Google as search browser. The use of tools will have little use without effective management. The growth prospect of the browse technology is the minimal control and license features of the Google application. The essence of the Google software was the ability to perform not the ease of the distribution of the service among the clients. The Google software is able to manage and collect data. This is a strong point for the growth of Google over Netscape. The application also enjoys dynamism

in the service provision. This eases the data management of the software over the other one.

Google enjoys many features over Netscape. This is the strong point in the spread of the application of Google over Netscape. This growth ability led to the fall of Netscape and expansion of Google. Most services can be applied and advertised in the Google website. Most of the new world of market demands requires the wide features in the advert web pages (Charles, 2009). This is the strong point for the Google.

Google is diverse in its definition. It can be a search engine and a browser at the same time. This business strategy enhances its growth and the acquisition of the market dominance. The wide application of Google did fade the application and usage of Netscape in the web service industry. The online experience is clear with the application. It enhances the middlemen business in the application and browsing industry.

Both Google and Netscape are software application. The software world of Netscape is similar to that of SAP, Lotus, Oracle and Microsoft. The frontline of Google over Netscape is the ability to serve many people at the same time. This is the positive impact of the advertisement ability. Google is described as long tail application and a collection of small sites bulk in the web content. The web placement of Google is the enhancement of the web pages of Google. The Google adverts and banner favor intrusion, context sensitivity and consumer services which are very friendly to the server and the applicant.

## **Business Implications on My Business Design**

There are wide business implications in the growth of Google and fall of Netscape. There are very strategic lessons to learn. The first implication was the bundling of services to enhance flexibility. The other is the dynamic nature of the Google search engine and browsing technology. There is a lot of flexibility in the acquisition of the software unlike for Netscape, which is someone rigid in the application features. Website technology requires constant improvement to embrace dynamic nature of the internet technology.

## **References**

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