Web Services –
Amazon Ecommerce Service,
Comparison with other Web Services

COV885 – Special Topic in Computer
Applications
Dept. Of Comp. Sc. and Engineering,
IITD
Semester I, 2017
Web Programming: Web Services

2 parts:

(i) Client – Side
XML, XHTML, Javascript, CSS

(i) Server – Side
(a) PHP, Ajax, Java, JSP, Web-database
(b) Web Services
Today

- Web Services – Introduction
- “Remote Procedure Call” in WS
  - Binding, Marshalling...
- Using TCP as the transport for RPCs
  - Connectivity Issues: NAT, Firewall
What are Web Services?

- Today, we normally use Web browsers to talk to Web sites
  - Browser names document via URL (lots of fun and games can happen here)
  - Request and reply encoded in HTML, using HTTP to issue request to the site
- Web Services generalize this model so that computers can talk to computers
What are Web Services?
What are Web Services?

“Web Services are software components described via WSDL which are capable of being accessed via standard network protocols such as SOAP over HTTP.”
What are Web Services?

- “Web Services are software components described via WSDL which are capable of being accessed via standard network protocols such as SOAP over HTTP.”

Today, SOAP is the primary standard. SOAP provides rules for encoding the request and its arguments.
What are Web Services?

“Web Services are software components described via WSDL which are capable of being accessed via standard network protocols such as SOAP over HTTP.”

Similarly, the architecture doesn’t assume that all access will employ HTTP over TCP. In fact, .NET uses Web Services “internally” even on a single machine. But in that case, communication is over COM.
What are Web Services?

- “Web Services are software components described via WSDL which are capable of being accessed via standard network protocols such as SOAP over HTTP.”

WSDL documents are used to drive object assembly, code generation, and other development tools.
Web Services are often Front Ends

Web Service invoker

WSDL-described Web Service

SOAP messaging

Client Platform

Server Platform
The Web Services “stack”

- **Business Processes**
  - BPEL4WS (IBM only, for now)
- **Quality of Service**
  - Reliable Messaging
  - Security
  - Transactions
  - Coordination
- **Description**
  - WSDL, UDDI, Inspection
- **Messaging**
  - SOAP
  - XML, Encoding
- **Transport**
  - TCP/IP or other network transport protocols
- **Other Protocols**
  - SOAP
  - XML, Encoding
- **Messaging**
  - TCP/IP or other network transport protocols
What are Web Services?

- Amazon would hand out “serverlets” for 3rd party developers to use
- This connects their applications directly to Amazon’s system
Advantages of web services?*

- Web services provide interoperability between various software applications running on various platforms.
  - “vendor, platform, and language agnostic”

- Web services leverage open standards and protocols. Protocols and data formats are text based where possible
  - Easy for developers to understand what is going on.

- By piggybacking on HTTP, web services can work through many common firewall security measures without requiring changes to their filtering rules.

*: From Wikipedia
How Web Services work

- First the client *discovers* the service.
  - More in next lecture!

- Typically, client then *binds* to the server.
  - By setting up TCP connection to the discovered address.
  - But binding not always needed.
How it works...

- Next build the SOAP request: *Marshaling*
  - Fill in what service is needed, and the arguments. Send it to server side.
  - XML is the standard for encoding the data (but is very verbose and results in HUGE overheads)

- SOAP router routes the request to the appropriate server (assuming more than one available server)
  - Can do load balancing here.
How it works...

- Server unpacks the request, *(Demarshaling)* handles it, computes result.
- Result sent back in the reverse direction: from the server to the SOAP router back to the client.
Marshalling Issues

- Data exchanged between client and server needs to be in a platform independent format.
  - “Endian”ness differ between machines.
  - Data alignment issue (16/32/64 bits)
  - Multiple floating point representations.
  - Pointers
  - (Have to support legacy systems too)
Discovery

- This is the problem of finding the “right” service
  - In our example, we saw one way to do it – with a URL
  - Web Services community favors what they call a URN: Uniform Resource Name
- But the more general approach is to use an intermediary: a discovery service
<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Publisher</th>
<th>Toolkit</th>
<th>Language</th>
<th>OS</th>
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<td></td>
<td>N/A</td>
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<td>Javascript</td>
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<td>Temperature Perl Client</td>
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<td>gfinke13</td>
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<td>Apache SOAP sample source</td>
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<td>Java</td>
<td>Cross-Platform</td>
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<td>ASS 4</td>
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<td>PocketSOAP demo</td>
<td>Example Source</td>
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<td>C++</td>
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<td>easysoap temperature</td>
<td>Example Source</td>
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<td>EasySoap++</td>
<td>C++</td>
<td>Windows</td>
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<tr>
<td>Weather Service Client with MS-Visual Basic</td>
<td>Example Source</td>
<td>oglimmer</td>
<td>MS SOAP</td>
<td>Visual Basic</td>
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<td>TemperatureClient</td>
<td>Example Source</td>
<td>jgalyan</td>
<td>MS .NET</td>
<td>C#</td>
<td>Windows</td>
</tr>
</tbody>
</table>
Repository summary

- A database listing servers
- Each is described using the UDDI language, which is defined over XML
  - Hence can be searched with XML queries
- An extensible standard
  - Defines some required information about interfaces available and argument types, etc
  - But services can provide extra information too.
Web Services

• Remote Procedure Call (RPC) – Procedure A calls another procedure B on a different computer system

• A) LAN based

• B) (LAN + Internet) based → Grid Computing

• C) Web based → Web Services
Examples of Web Services:

1. Google Health
2. Microsoft Health Vault
3. Dossia
   (Non-profit Consortium of Major Employers)
4. Map Services: Google Maps API, Yahoo, MS
5. Amazon – AWS
6. Yahoo
7. many others
Applications

• 1. Google Maps API-
• Open a map location, click on selected objects (Post Offices) ➔ there is an API that allows one to download the X,Y Coordinates in a File
• 2. Use Postgres (GIS) or Oracle Spatial, or IBM DB2 (spatial) ➔ queries on maps
• 3. Use Google coordinates to locate a new MAP.
Examples of Web Services (AWS)

1. Motivation
2. Amazon E-Commerce Service (ECS)?
   - What is ECS?
   - How to use?
3. Summary
1. Motivation

- Existing Web services
- (Amazon, Google, Yahoo, More.)
- Examples of connecting to Web services.

- Topic 1:
  - Amazon’s Web Service (ECS)
2. Amazon E-Commerce Service (ECS)

- Web Service -> can retrieve goods
- (Books, DVD, Software, Toys, more . )
- information provided by Amazon.com

- ECS is now used in 6 countries:
  - USA, UK, Germany, Japan, France, Canada
2-1. Two ways for using ECS

- **REST [2] ← Used this time**
  - Request: URL + Parameter
  - Response: XML/HTML

- **SOAP**
  - Request: SOAP (XML)
  - Response: SOAP (XML)
2-2. Access Key ID Acquisition

1. Visit the following site to get “Access Key ID”

2. You will receive an email that A.K.ID is attached

3. You will be able to get A.K.ID
   - Example (mine): 0HT4JR7X5STKFMNT3YR2
2-3. Request Message Composition

http://webservices.amazon.com/onca/xml?
Service=AWSECommerceService& ← Use ECS (fixed)
Operation=ItemSearch& ← Search Goods Information
SubscriptionId=0HT4JR7X5STKFMT3YR2& ← A. K. ID
SearchIndex=Books& ← Search Target
Keywords=GRID& ← Keyword
ContentType=text/xml ← Output format (XML)

※ Linefeed must be eliminated when you use this.
2-4. Response Message Example
## 2-5. Request Parameters (1)

http://webservices.amazon.com/onca/xml?Service=AWSECommerceService&Operation=●

<table>
<thead>
<tr>
<th>●</th>
<th>Notes</th>
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<tbody>
<tr>
<td>ItemSearch</td>
<td>Search Goods Information</td>
</tr>
<tr>
<td>ItemLookup</td>
<td>Acquire Goods Information</td>
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<tr>
<td>SimilarityLookup</td>
<td>Search related product</td>
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</table>
2-5. Request Parameters (2)

http://webservices.amazon.com/onca/xml?Service=AWSECommerceService&Operation=ItemSearch&SubscriptionId=0HT4JR7X5STKFMNT3YR2&SearchIndex=●

<table>
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<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>●</td>
<td>All goods</td>
</tr>
<tr>
<td>Blended</td>
<td>-</td>
</tr>
<tr>
<td>Books</td>
<td>-</td>
</tr>
<tr>
<td>DVD</td>
<td>-</td>
</tr>
<tr>
<td>Software</td>
<td>-</td>
</tr>
<tr>
<td>Toys</td>
<td>-</td>
</tr>
</tbody>
</table>
2-5. Request Parameters (3)

http://webservices.amazon.com/onca/xml?Service=AWSECommerceService&Operation=ItemSearch&SubscriptionId=0HT4JR7X5STKFMNT3YR2&SearchIndex=Books&Keywords=GRID&ContentType=

<table>
<thead>
<tr>
<th></th>
<th>Notes</th>
</tr>
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<tbody>
<tr>
<td>text/xml</td>
<td>XML response</td>
</tr>
<tr>
<td>text/html</td>
<td>HTML response</td>
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</table>
2-5. Request Parameters (4)

http://webservices.amazon.com/onca/xml?Service=AWSECommerceService&Operation=ItemSearch&SubscriptionId=0HT4JR7X5STKFMNT3YR2&SearchIndex=Books&Keywords=GRID&ContentType=text/xml&ResponseGroup=

<table>
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<tr>
<td>Images</td>
<td>Goods Image URL</td>
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<tr>
<td>EditorialReview</td>
<td>Manufacturer comment</td>
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<tr>
<td>Reviews</td>
<td>Customer comment</td>
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<td>SalesRank</td>
<td>Ranking</td>
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<tr>
<td>BrowseNodes</td>
<td>Category</td>
</tr>
<tr>
<td>Similarities</td>
<td>Related Product</td>
</tr>
</tbody>
</table>
3. Summary

• Amazon’s Web Service can be used by specifying URL.

• Exercise (please try later)
  – ECS using SOAP
References


[3] …
2-2. Products provided by Amazon.co.jp

- Japanese Books (Slide #)
- English Books
- Electric appliance
- Consumer electronics
- Music CD
- VHS
- DVD
- Software
- Toys
- Video games

All of these product information can be retrieved by using ECS.
3-1. **REST** vs. SOAP (1)

- The advantages of using REST
  - Easy to build (no toolkits required)
  - Lightweight (no extra information described)

- The disadvantages of using REST
  - Only HTTP can be used.
  - Secure messaging is not established.
3-2. REST vs. SOAP (2)

- The advantages of using SOAP
  - Several protocols can be applied. (HTTP, FTP, SMTP, etc.)
  - Secure messaging (an XML is enveloped)
- The disadvantages of using SOAP
  - Difficult to use (Require toolkits)
4. Summary

- ECS can be implemented by two ways: REST and SOAP
- ECS allows users to retrieve product information provided by Amazon.
Study – Case 2 (Google and other WSs)

1. Development Environment Building
2. Google AJAX Search API
3. Amazon E-Commerce Service
4. Yahoo! Web Service
5. How to integrate?
6. Summary
1. Development Environment

- Windows 7 / 8
- Apache 2.0.5
- PHP 5.1.4
  - For using Amazon and Yahoo Web Service
- JavaScript
  - For using Google Web Service
Install Flow

1. Install Apache 2.0.5

2. Install PHP 5.1.4

3. Modify php.ini
   - This is initialize setup for PHP.
   - This setting makes a program access WSDL file from your computer or standardize character encoding.
   - C:\WINNT\php.ini (This is Windows 2000 case)
2. Google AJAX Search API

• Google AJAX Search API is a JavaScript library that allows users to embed Google Search in web pages or web applications.

• Google AJAX Search API provides
  – Web Search
  – Local Search
  – Video Search
  – Blog Search
  – News Search
  – Book Search.
More Details

- Yahoo! Developer Network
  (USA) :http://developer.yahoo.com/

- Yahoo! Developer Network
- (Japan) :http://developer.yahoo.co.jp/

- Tutorial for web search, image search, movie search and some other service is available.
- Also, sample codes for other programming language such as JavaScript and Python are available.
4. Amazon E-Commerce Service

- Amazon E-Commerce Service enables users to retrieve product information provided by Amazon.com

- Product information includes:
  - Japanese Books
  - English Books
  - Electric appliance
  - Consumer electronics
  - Music CD
  - VHS
  - DVD
  - Software
  - Toys
  - Video games, etc.
How to use?

1. Get **Access Key ID:**

2. Receive email attaching Access Key ID

3. Make programs using the Access Key ID
Overview

1. A user/system queries a client program.
2. The client program creates SOAP request to Amazon Web Service.
3. The client program receives SOAP response and converts it into HTML format.
4. The user/system receives HTML response.
example
10日でおぼえるXML入門教室 第2版

XMLマスター教科書 ベーシックV2

XQuery+XMLデータベース入門 DB2 9無償版で実感するXML DB用標準クエリ言語の基本

DB（ディービー）マガジン 2007年 04月号 [雑誌]
More Details

• Amazon Web Services Developer Connection:
  http://developer.amazonwebservices.com/connect/index.jspa

• – Tutorial for Amazon Web Service is available.

• – Many solutions using Amazon Web Service are introduced.
How to Integrate

Amazon Web Service (PHP scripts)

- Create hyperlink to PHP script file

- Include JavaScript in HTML header

Yahoo! Search Service (PHP scripts)

Google AJAX Search API (JavaScript)
6. Summary

- Google AJAX Search API can be described in simple JavaScript, so it is good starting point of using Web Service.
- Amazon and Yahoo Web Service can be described in PHP scripts.
- Coordination of these scripts makes it possible to integrate Web Services.
Study Developer’s Page
AWS, Google, Yahoo

1. Find List of Services offered by Google

2. Summary of steps about how to connect and use web services

See next slide:
List of WSs

• URL for google map API:
  • 1. code sample
  • https://developers.google.com/maps/documentation/javascript/examples/?hl=en
  • 2. how to get API key
  • https://developers.google.com/maps/documentation/geocoding/get-api-key

• maps API
  • 1. google map
  • Link: /api/google-maps
  • Provider: Google
  • API Documentation URL: https://developers.google.com/maps
  • Live Demos: http://www.morethanamap.com/

• …Continues
List of WSs

2. microsoft bing maps
   Link: /api/microsoft-bing-maps
   Provider: Microsoft
   API Documentation URL: http://www.microsoft.com/maps/choose-your-bing-maps-API.aspx
   Live Demos: https://www.bingmapsportal.com/isdk/ajaxv7#CreateMap1

3. Openlayers
   Link: /api/openlayers
   Provider: OpenLayers
   API Documentation URL: http://openlayers.org/
   Live Demos: http://openlayers.org/en/v3.2.0/examples/