

Business Data Communications and Networking

THIRTEENTH EDITION

FITZGERALD
DENNIS
DURCIKOVA



WILEY



Business Data Communications and Networking

Thirteenth Edition

Jerry FitzGerald

Jerry FitzGerald & Associates

Alan Dennis

Indiana University

Alexandra Durcikova

University of Oklahoma

WILEY

ACQUISITIONS EDITOR	Darren Lalonde
EDITORIAL MANAGER	Gladys Soto
CONTENT MANAGEMENT DIRECTOR	Lisa Wojcik
CONTENT MANAGER	Nichole Urban
SENIOR CONTENT SPECIALIST	Nicole Repasky
PRODUCTION EDITOR	Padmapriya Soundararajan
PHOTO RESEARCHER	Billy Ray
COVER PHOTO CREDIT	© Wright Studio/Shutterstock

This book was set in 10/12, Minion Pro by SPi Global and printed and bound by Strategic Content Imaging.

Founded in 1807, John Wiley & Sons, Inc. has been a valued source of knowledge and understanding for more than 200 years, helping people around the world meet their needs and fulfill their aspirations. Our company is built on a foundation of principles that include responsibility to the communities we serve and where we live and work. In 2008, we launched a Corporate Citizenship Initiative, a global effort to address the environmental, social, economic, and ethical challenges we face in our business. Among the issues we are addressing are carbon impact, paper specifications and procurement, ethical conduct within our business and among our vendors, and community and charitable support. For more information, please visit our website: www.wiley.com/go/citizenship.

Copyright © 2017, 2015, 2012, 2009, 2007 John Wiley & Sons, Inc. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, Inc., 222 Rosewood Drive, Danvers, MA 01923 (Web site: www.copyright.com). Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030-5774, (201) 748-6011, fax (201) 748-6008, or online at: www.wiley.com/go/permissions.

Evaluation copies are provided to qualified academics and professionals for review purposes only, for use in their courses during the next academic year. These copies are licensed and may not be sold or transferred to a third party. Upon completion of the review period, please return the evaluation copy to Wiley. Return instructions and a free of charge return shipping label are available at: www.wiley.com/go/returnlabel. If you have chosen to adopt this textbook for use in your course, please accept this book as your complimentary desk copy. Outside of the United States, please contact your local sales representative.

ISBN: 978-1-119-36883-0 (PBK)

ISBN: 978-1-119-36885-4 (EVALC)

Library of Congress Cataloging in Publication Data:

LCCN: 2017042819

The inside back cover will contain printing identification and country of origin if omitted from this page. In addition, if the ISBN on the back cover differs from the ISBN on this page, the one on the back cover is correct.

To my son Alec,

Alan

*To all curious minds who want to know how
today's modern world works.*

Alexandra

ABOUT THE AUTHORS

Alan Dennis is a Fellow of the Association for Information Systems and a professor of information systems in the Kelley School of Business at Indiana University. He holds the John T. Chambers Chair in Internet Systems, which was established to honor John Chambers, president and chief executive officer of Cisco Systems, the worldwide leader of networking technologies for the Internet.

Prior to joining Indiana University, Alan spent nine years as a professor at the University of Georgia, where he won the Richard B. Russell Award for Excellence in Undergraduate Teaching. He has a bachelor's degree in computer science from Acadia University in Nova Scotia, Canada, and an MBA from Queen's University in Ontario, Canada. His PhD in management of information systems is from the University of Arizona. Prior to entering the Arizona doctoral program, he spent three years on the faculty of the Queen's School of Business.

Alan has extensive experience in the development and application of groupware and Internet technologies and co-founded Courseload, an electronic textbook company whose goal is to improve learning and reduce the cost of textbooks. He has won many awards for theoretical and applied research and has published more than 150 business and research articles, including those in *Management Science*, *MIS Quarterly*, *Information Systems Research*, *Academy of Management Journal*, *Organization Behavior and Human Decision Making*, *Journal of Applied Psychology*, *Communications of the ACM*, and *IEEE Transactions of Systems, Man, and Cybernetics*. His first book was *Getting Started with Microcomputers*, published in 1986. Alan is also an author of two systems analysis and design books published by Wiley. He is the cochair of the Internet Technologies Track of the Hawaii International Conference on System Sciences. He has served as a consultant to BellSouth, Boeing, IBM, Hughes Missile Systems, the U.S. Department of Defense, and the Australian Army.

Alexandra Durcikova is an Assistant Professor at the Price College of Business, University of Oklahoma. Alexandra has a PhD in management information systems from the University of Pittsburgh. She has earned an MSc degree in solid state physics from Comenius University, Bratislava, worked as an experimental physics researcher in the area of superconductivity and as an instructor of executive MBA students prior to pursuing her PhD. Alexandra's research interests include knowledge management and knowledge management systems, the role of organizational climate in the use of knowledge management systems, knowledge management system characteristics, governance mechanisms in the use of knowledge management systems, and human compliance with security policy and characteristics of successful phishing attempts within the area of network security. Her research appears in *Information Systems Research*, *MIS Quarterly*, *Journal of Management Information Systems*, *Information Systems Journal*, *Journal of Organizational and End User Computing*, *International Journal of Human-Computer Studies*, *International Journal of Human-Computer Studies*, and *Communications of the ACM*.

Alexandra has been teaching business data communications to both undergraduate and graduate students for several years. In addition, she has been teaching classes on information technology strategy and most recently won the Dean's Award for Undergraduate Teaching Excellence while teaching at the University of Arizona.

Dr. Jerry FitzGerald wrote the early editions of this book in the 1980s. At the time, he was the principal in Jerry FitzGerald & Associates, a firm he started in 1977.

PREFACE

The field of data communications has grown faster and become more important than computer processing itself. Though they go hand in hand, the ability to communicate and connect with other computers and mobile devices is what makes or breaks a business today. There are three trends that support this notion. First, the wireless LAN and Bring-Your-Own-Device (BYOD) allow us to stay connected not only with the workplace but also with family and friends. Second, computers and networks are becoming an essential part of not only computers but also devices we use for other purpose, such as home appliances. This Internet of things allows you to set the thermostat in your home from your mobile phone, can help you cook a dinner, or eventually can allow you to drive to work without ever touching the steering wheel. Lastly, we see that a lot of life is moving online. At first this started with games, but education, politics, and activism followed swiftly. Therefore, understanding how networks work; how they should be set up to support scalability, mobility, and security; and how to manage them is of utmost importance to any business. This need will call not only for engineers who deeply understand the technical aspects of networks but also for highly social individuals who embrace technology in creative ways to allow business to achieve a competitive edge through utilizing this technology. So the call is for you who are reading this book—you are at the right place at the right time!

PURPOSE OF THIS BOOK

Our goal is to combine the fundamental concepts of data communications and networking with practical applications. Although technologies and applications change rapidly, the fundamental concepts evolve much more slowly; they provide the foundation from which new technologies and applications can be understood, evaluated, and compared.

This book has two intended audiences. First and foremost, it is a university textbook. Each chapter introduces, describes, and then summarizes fundamental concepts and applications. Management Focus boxes highlight key issues and describe how networks are actually being used today. Technical Focus boxes highlight key technical issues and provide additional detail. Mini case studies at the end of each chapter provide the opportunity to apply these technical and management concepts. Hands-on exercises help to reinforce the concepts introduced in the chapter. Moreover, the text is accompanied by a detailed Instructor's Manual that provides additional background information, teaching tips, and sources of material for student exercises, assignments, and exams. Finally, our Web page contains supplements to our book.

Second, this book is intended for the professional who works in data communications and networking. The book has many detailed descriptions of the technical aspects of communications from a business perspective. Moreover, managerial, technical, and sales personnel can use this book to gain a better understanding of fundamental concepts and trade-offs not presented in technical books or product summaries.

WHAT'S NEW IN THIS EDITION

The thirteenth edition maintains the three main themes of the twelfth edition, namely, (1) how networks work (Chapters 1–5); (2) network technologies (Chapters 6–10); and (3) network security and management (Chapters 11 and 12). In the new edition, we removed older technologies and replaced them with new ones. Accordingly, new hands-on activities and questions have been added at the end of each chapter that guide students in understanding how to select technologies to build a network that would support an organization's business needs. In addition to this overarching change, the thirteenth edition has three major changes from the twelfth edition:

First, at the end of each chapter, we provide key implications for cyber security that arise from the topics discussed in the chapter. We draw implications that focus on improving the management of networks and information systems as well as implications for cyber security of an individual and an organization.

The second major change is that in Chapter 5 we have revised the way we explain how TCP/IP works to make it clearer and more streamlined.

Third, we have revised the security chapter (Chapter 11) to consider some of the newer threats and responses.

LAB EXERCISES

www.wiley.com/college/fitzgerald

This edition includes an online lab manual with many hands-on exercises that can be used in a networking lab. These exercises include configuring servers and other additional practical topics.

ONLINE SUPPLEMENTS FOR INSTRUCTORS

www.wiley.com/college/fitzgerald

Instructor's supplements comprise an Instructor's Manual that includes teaching tips, war stories, and answers to end-of-chapter questions; a Test Bank that includes true-false, multiple choice, short answer, and essay test questions for each chapter; and Lecture Slides in PowerPoint for classroom presentations. All are available on the instructor's book companion site.

E-BOOK

Wiley E-Text: Powered by VitalSource offers students continuing access to materials for their course. Your students can access content on a mobile device, online from any Internet-connected computer, or by a computer via download. With dynamic features built into this e-text, students can search across content, highlight, and take notes that they can share with teachers and classmates. Readers will also have access to interactive images and embedded podcasts. Visit www.wiley.com/college/fitzgerald for more information.

ACKNOWLEDGMENTS

Our thanks to the many people who helped in preparing this edition. Specifically, we want to thank the staff at John Wiley & Sons for their support.

Alan Dennis
Bloomington, Indiana
www.kelley.indiana.edu/ardennis

Alexandra Durcikova
Norman, Oklahoma
http://www.ou.edu/price/mis/people/alexandra_durcikova.html

CONTENTS

About the Authors v

Preface vi

■ PART ONE

INTRODUCTION 1

Chapter 1

Introduction to Data Communications 1

- 1.1 Introduction 1
- 1.2 Data Communications Networks 4
 - 1.2.1 Components of a Network 4
 - 1.2.2 Types of Networks 5
- 1.3 Network Models 7
 - 1.3.1 Open Systems Interconnection Reference Model 7
 - 1.3.2 Internet Model 9
 - 1.3.3 Message Transmission Using Layers 10
- 1.4 Network Standards 13
 - 1.4.1 The Importance of Standards 13
 - 1.4.2 The Standards-Making Process 13
 - 1.4.3 Common Standards 15
- 1.5 Future Trends 16
 - 1.5.1 Wireless LAN and BYOD 16
 - 1.5.2 The Internet of Things 17
 - 1.5.3 Massively Online 17
- 1.6 Implications for Cyber Security 18

■ PART TWO

FUNDAMENTAL CONCEPTS 25

Chapter 2

Application Layer 25

- 2.1 Introduction 25
- 2.2 Application Architectures 26

- 2.2.1 Host-Based Architectures 27
- 2.2.2 Client-Based Architectures 28
- 2.2.3 Client-Server Architectures 28
- 2.2.4 Cloud Computing Architectures 31
- 2.2.5 Peer-to-Peer Architectures 33
- 2.2.6 Choosing Architectures 34
- 2.3 World Wide Web 35
 - 2.3.1 How the Web Works 35
 - 2.3.2 Inside an HTTP Request 36
 - 2.3.3 Inside an HTTP Response 37
- 2.4 Electronic Mail 39
 - 2.4.1 How Email Works 39
 - 2.4.2 Inside an SMTP Packet 42
 - 2.4.3 Attachments in Multipurpose Internet Mail Extension 43
- 2.5 Other Applications 43
 - 2.5.1 Telnet 44
 - 2.5.2 Instant Messaging 45
 - 2.5.3 Videoconferencing 45
- 2.6 Implications for Cyber Security 47

Chapter 3

Physical Layer 57

- 3.1 Introduction 57
- 3.2 Circuits 59
 - 3.2.1 Circuit Configuration 59
 - 3.2.2 Data Flow 60
 - 3.2.3 Multiplexing 60
- 3.3 Communication Media 63
 - 3.3.1 Twisted Pair Cable 63
 - 3.3.2 Coaxial Cable 64
 - 3.3.3 Fiber-Optic Cable 64
 - 3.3.4 Radio 65
 - 3.3.5 Microwave 66
 - 3.3.6 Satellite 66
 - 3.3.7 Media Selection 68
- 3.4 Digital Transmission of Digital Data 69
 - 3.4.1 Coding 69
 - 3.4.2 Transmission Modes 69

- 3.4.3 Digital Transmission 71
- 3.4.4 How Ethernet Transmits Data 72
- 3.5 Analog Transmission of Digital Data 73
 - 3.5.1 Modulation 73
 - 3.5.2 Capacity of a Circuit 76
 - 3.5.3 How Modems Transmit Data 76
- 3.6 Digital Transmission of Analog Data 77
 - 3.6.1 Translating from Analog to Digital 77
 - 3.6.2 How Telephones Transmit Voice Data 77
 - 3.6.3 How Instant Messenger Transmits Voice Data 79
 - 3.6.4 Voice over Internet Protocol (VoIP) 80
- 3.7 Implications for Cyber Security 80

Chapter 4

Data Link Layer 88

- 4.1 Introduction 88
- 4.2 Media Access Control 89
 - 4.2.1 Contention 89
 - 4.2.2 Controlled Access 89
 - 4.2.3 Relative Performance 90
- 4.3 Error Control 91
 - 4.3.1 Sources of Errors 91
 - 4.3.2 Error Prevention 93
 - 4.3.3 Error Detection 94
 - 4.3.4 Error Correction via Retransmission 95
 - 4.3.5 Forward Error Correction 95
 - 4.3.6 Error Control in Practice 97
- 4.4 Data Link Protocols 97
 - 4.4.1 Asynchronous Transmission 97
 - 4.4.2 Synchronous Transmission 98
- 4.5 Transmission Efficiency 101
- 4.6 Implications for Cyber Security 103

■ **Chapter 5**

NETWORK AND TRANSPORT LAYERS 110

- 5.1 Introduction 110
- 5.2 Transport and Network Layer Protocols 112
 - 5.2.1 Transmission Control Protocol (TCP) 112
 - 5.2.2 Internet Protocol (IP) 113

- 5.3 Transport Layer Functions 114
 - 5.3.1 Linking to the Application Layer 114
 - 5.3.2 Segmenting 115
 - 5.3.3 Session Management 116
- 5.4 Addressing 119
 - 5.4.1 Assigning Addresses 120
 - 5.4.2 Address Resolution 125
- 5.5 Routing 127
 - 5.5.1 Types of Routing 128
 - 5.5.2 Routing Protocols 130
 - 5.5.3 Multicasting 132
 - 5.5.4 The Anatomy of a Router 133
- 5.6 TCP/IP Example 134
 - 5.6.1 Known Addresses 136
 - 5.6.2 Unknown Addresses 137
 - 5.6.3 TCP Connections 138
 - 5.6.4 TCP/IP and Network Layers 139
- 5.7 Implications for Cyber Security 141

■ **PART THREE**

NETWORK TECHNOLOGIES 159

Chapter 6

Network Design 159

- 6.1 Introduction 159
 - 6.1.1 Network Architecture Components 159
 - 6.1.2 The Traditional Network Design Process 161
 - 6.1.3 The Building-Block Network Design Process 162
- 6.2 Needs Analysis 164
 - 6.2.1 Network Architecture Component 165
 - 6.2.2 Application Systems 166
 - 6.2.3 Network Users 166
 - 6.2.4 Categorizing Network Needs 166
 - 6.2.5 Deliverables 167
- 6.3 Technology Design 168
 - 6.3.1 Designing Clients and Servers 168
 - 6.3.2 Designing Circuits 168
 - 6.3.3 Network Design Tools 170
 - 6.3.4 Deliverables 171
- 6.4 Cost Assessment 171
 - 6.4.1 Request for Proposal 171

- 6.4.2 Selling the Proposal to Management 173
- 6.4.3 Deliverables 173
- 6.5 Implications for Cyber Security 173

Chapter 7

Wired and Wireless Local Area Networks 177

- 7.1 Introduction 177
- 7.2 LAN Components 178
 - 7.2.1 Network Interface Cards 179
 - 7.2.2 Network Circuits 179
 - 7.2.3 Network Hubs, Switches, and Access Points 180
 - 7.2.4 Network Operating Systems 183
- 7.3 Wired Ethernet 184
 - 7.3.1 Topology 184
 - 7.3.2 Media Access Control 187
 - 7.3.3 Types of Ethernet 188
- 7.4 Wireless Ethernet 189
 - 7.4.1 Topology 189
 - 7.4.2 Media Access Control 189
 - 7.4.3 Wireless Ethernet Frame Layout 190
 - 7.4.4 Types of Wireless Ethernet 191
 - 7.4.5 Security 192
- 7.5 The Best Practice LAN Design 193
 - 7.5.1 Designing User Access with Wired Ethernet 194
 - 7.5.2 Designing User Access with Wireless Ethernet 195
 - 7.5.3 Designing the Data Center 197
 - 7.5.4 Designing the e-Commerce Edge 199
 - 7.5.5 Designing the SOHO Environment 200
- 7.6 Improving LAN Performance 202
 - 7.6.1 Improving Server Performance 203
 - 7.6.2 Improving Circuit Capacity 204
 - 7.6.3 Reducing Network Demand 204
- 7.7 Implications for Cyber Security 205

Chapter 8

Backbone Networks 214

- 8.1 Introduction 214
- 8.2 Switched Backbones 215
- 8.3 Routed Backbones 218

- 8.4 Virtual LANs 221
 - 8.4.1 Benefits of VLANs 221
 - 8.4.2 How VLANs Work 223
- 8.5 The Best Practice Backbone Design 226
- 8.6 Improving Backbone Performance 227
 - 8.6.1 Improving Device Performance 227
 - 8.6.2 Improving Circuit Capacity 228
 - 8.6.3 Reducing Network Demand 228
- 8.7 Implications for Cyber Security 228

Chapter 9

Wide Area Networks 237

- 9.1 Introduction 237
- 9.2 Dedicated-Circuit Networks 238
 - 9.2.1 Basic Architecture 238
 - 9.2.2 T-Carrier Services 241
 - 9.2.3 SONET Services 243
- 9.3 Packet-Switched Networks 243
 - 9.3.1 Basic Architecture 243
 - 9.3.2 Frame Relay Services 245
 - 9.3.3 IP Services 246
 - 9.3.4 Ethernet Services 246
- 9.4 Virtual Private Networks 247
 - 9.4.1 Basic Architecture 247
 - 9.4.2 VPN Types 248
 - 9.4.3 How VPNs Work 248
- 9.5 The Best Practice WAN Design 251
- 9.6 Improving WAN Performance 252
 - 9.6.1 Improving Device Performance 252
 - 9.6.2 Improving Circuit Capacity 253
 - 9.6.3 Reducing Network Demand 253
- 9.7 Implications for Cyber Security 254

Chapter 10

The Internet 265

- 10.1 Introduction 265
- 10.2 How the Internet Works 266
 - 10.2.1 Basic Architecture 266
 - 10.2.2 Connecting to an ISP 268
 - 10.2.3 The Internet Today 269
- 10.3 Internet Access Technologies 270
 - 10.3.1 Digital Subscriber Line 270
 - 10.3.2 Cable Modem 271
 - 10.3.3 Fiber to the Home 273
 - 10.3.4 WiMax 274

- 10.4 The Future of the Internet 274
 - 10.4.1 Internet Governance 274
 - 10.4.2 Building the Future 276
- 10.5 Implications for Cyber Security 277

■ **PART FOUR**
NETWORK MANAGEMENT 284

Chapter 11
Network Security 284

- 11.1 Introduction 284
 - 11.1.1 Why Networks Need Security 286
 - 11.1.2 Types of Security Threats 286
 - 11.1.3 Network Controls 287
- 11.2 Risk Assessment 288
 - 11.2.1 Develop Risk Measurement Criteria 289
 - 11.2.2 Inventory IT Assets 290
 - 11.2.3 Identify Threats 291
 - 11.2.4 Document Existing Controls 293
 - 11.2.5 Identify Improvements 296
- 11.3 Ensuring Business Continuity 296
 - 11.3.1 Virus Protection 296
 - 11.3.2 Denial-of-Service Protection 297
 - 11.3.3 Theft Protection 300
 - 11.3.4 Device Failure Protection 301
 - 11.3.5 Disaster Protection 302
- 11.4 Intrusion Prevention 305
 - 11.4.1 Security Policy 306
 - 11.4.2 Perimeter Security and Firewalls 306
 - 11.4.3 Server and Client Protection 312
 - 11.4.4 Encryption 315
 - 11.4.5 User Authentication 321
 - 11.4.6 Preventing Social Engineering 324

- 11.4.7 Intrusion Prevention Systems 325
- 11.4.8 Intrusion Recovery 327
- 11.5 Best Practice Recommendations 328
- 11.6 Implications for Your Cyber Security 330

Chapter 12
Network Management 340

- 12.1 Introduction 340
- 12.2 Designing for Network Performance 341
 - 12.2.1 Managed Networks 341
 - 12.2.2 Managing Network Traffic 345
 - 12.2.3 Reducing Network Traffic 346
- 12.3 Configuration Management 349
 - 12.3.1 Configuring the Network and Client Computers 349
 - 12.3.2 Documenting the Configuration 350
- 12.4 Performance and Fault Management 351
 - 12.4.1 Network Monitoring 351
 - 12.4.2 Failure Control Function 353
 - 12.4.3 Performance and Failure Statistics 355
 - 12.4.4 Improving Performance 358
- 12.5 End User Support 358
 - 12.5.1 Resolving Problems 358
 - 12.5.2 Providing End User Training 360
- 12.6 Cost Management 360
 - 12.6.1 Sources of Costs 360
 - 12.6.2 Reducing Costs 363
- 12.7 Implications for Cyber Security 364

Appendices (Online)

Glossary (Online)

Index 373

PART ONE INTRODUCTION

CHAPTER 1

INTRODUCTION TO DATA COMMUNICATIONS

This chapter introduces the basic concepts of data communications. It describes why it is important to study data communications and introduces you to the three fundamental questions that this book answers. Next, it discusses the basic types and components of a data communications network. Also, it examines the importance of a network model based on layers. Finally, it describes the three key trends in the future of networking.

OBJECTIVES

- Be aware of the three fundamental questions this book answers
- Be aware of the applications of data communications networks
- Be familiar with the major components and types of networks
- Understand the role of network layers
- Be familiar with the role of network standards
- Be aware of cyber security issues
- Be aware of three key trends in communications and networking

OUTLINE

- 1.1 Introduction
- 1.2 Data Communications Networks
 - 1.2.1 Components of a Network
 - 1.2.2 Types of Networks
- 1.3 Network Models
 - 1.3.1 Open Systems Interconnection Reference Model
 - 1.3.2 Internet Model
 - 1.3.3 Message Transmission Using Layers
- 1.4 Network Standards
 - 1.4.1 The Importance of Standards
 - 1.4.2 The Standards-Making Process
 - 1.4.3 Common Standards
- 1.5 Future Trends
 - 1.5.1 Wireless LAN and BYOD
 - 1.5.2 The Internet of Things
 - 1.5.3 Massively Online
- 1.6 Implications for Cyber Security
- Summary

1.1 INTRODUCTION

What Internet connection should you use? Cable modem or DSL (formally called Digital Subscriber Line)? Cable modems are supposedly faster than DSL, providing data speeds of 50 Mbps to DSL's 1.5–25 Mbps (million bits per second). One cable company used a tortoise to represent DSL in advertisements. So which is faster? We'll give you a hint. Which won the race in the fable, the tortoise or the hare? By the time you finish this book, you'll understand which is faster and why, as well as why choosing the right company as your **Internet service provider (ISP)** is probably more important than choosing the right technology.

Over the past decade or so, it has become clear that the world has changed forever. We continue to forge our way through the Information Age—the second Industrial Revolution, according

to John Chambers, CEO (chief executive officer) of Cisco Systems, Inc., one of the world's leading networking technology companies. The first Industrial Revolution revolutionized the way people worked by introducing machines and new organizational forms. New companies and industries emerged, and old ones died off.

The second Industrial Revolution is revolutionizing the way people work through networking and data communications. The value of a high-speed data communications network is that it brings people together in a way never before possible. In the 1800s, it took several weeks for a message to reach North America by ship from England. By the 1900s, it could be transmitted within an hour. Today, it can be transmitted in seconds. Collapsing the *information lag* to Internet speeds means that people can communicate and access information anywhere in the world regardless of their physical location. In fact, today's problem is that we cannot handle the quantities of information we receive.

Data communications and networking is a truly global area of study, both because the technology enables global communication and because new technologies and applications often emerge from a variety of countries and spread rapidly around the world. The World Wide Web, for example, was born in a Swiss research lab, was nurtured through its first years primarily by European universities, and exploded into mainstream popular culture because of a development at an American research lab.

One of the problems in studying a global phenomenon lies in explaining the different political and regulatory issues that have evolved and currently exist in different parts of the world. Rather than attempt to explain the different paths taken by different countries, we have chosen simplicity instead. Historically, the majority of readers of previous editions of this book have come from North America. Therefore, although we retain a global focus on technology and its business implications, we focus mostly on North America.

This book answers three fundamental questions.

First, how does the Internet work? When you access a website using your computer, laptop, iPad, or smartphone, what happens so that the page opens in your Web browser? This is the focus in Chapters 1–5. The short answer is that the software on your computer (or any device) creates a message composed in different software languages (HTTP, TCP/IP, and Ethernet are common) that requests the page you clicked. This message is then broken up into a series of smaller parts that we call packets. Each packet is transmitted to the nearest router, which is a special-purpose computer whose primary job is to find the best route for these packets to their final destination. The packets move from router to router over the Internet until they reach the Web server, which puts the packets back together into the same message that your computer created. The Web server reads your request and then sends the page back to you in the same way—by composing a message using HTTP, TCP/IP, and Ethernet and then sending it as a series of smaller packets back through the Internet that the software on your computer puts together into the page you requested. You might have heard a news story that the U.S. or Chinese government can read your email or see what websites you're visiting. A more shocking truth is that the person sitting next you at a coffee shop might be doing exactly the same thing—reading all the packets that come from or go to your laptop. How is this possible, you ask? After finishing Chapter 5, you will know exactly how this is possible.

Second, how do I design a network? This is the focus of Chapters 6–10. We often think about networks in four layers. The first layer is the Local Area Network, or the LAN (either wired or wireless), which enables users like you and me to access the network. The second is the backbone network that connects the different LANs within a building. The third is the core network that connects different buildings on a company's campus. The final layer is connections we have to the other campuses within the organization and to the Internet. Each of these layers has slightly different concerns, so the way we design networks for them and the technologies we use are

slightly different. Although this describes the standard for building corporate networks, you will have a much better understanding of how your wireless router at home works. Perhaps more importantly, you'll learn why buying the newest and fastest wireless router for your house or apartment is probably not a good way to spend your money.

Finally, how do I manage my network to make sure it is secure, provides good performance, and doesn't cost too much? This is the focus of Chapters 11 and 12. Would it surprise you to learn that most companies spend between \$1,500 and \$3,500 per computer per year on network management and security? Yup, we spend way more on network management and security each year than we spend to buy the computer in the first place. And that's for well-run networks; poorly run networks cost a lot more. Many people think network security is a technical problem, and, to some extent, it is. However, the things people do and don't do cause more security risks than not having the latest technology. According to Symantec, one of the leading companies that sell antivirus software, about half of all security threats are not prevented by their software. These threats are called targeted attacks, such as phishing attacks (which are emails that look real but instead take you to fake websites) or ransomware (software apps that appear to be useful but actually lock your computer and demand a payment to unlock it). Therefore, network management is as much a people management issue as it is a technology management issue.

By the time you finish this book, you'll understand how networks work, how to design networks, and how to manage networks. You won't be an expert, but you'll be ready to enter an organization or move on to more advanced courses.

MANAGEMENT

1-1 Career Opportunities

FOCUS

It's a great time to be in information technology (IT)! The technology-fueled new economy has dramatically increased the demand for skilled IT professionals. According to the U.S. Bureau of Labor Statistics and Career Profiles (<http://www.careerprofiles.info>), 2 out of 10 fastest growing occupations are computer network administrator and computer systems analyst, which is expected to grow by 22% over the next 10 years with an annual median salary of \$72,500—not counting bonuses. There are two reasons for this growth. First, companies have to continuously upgrade their networks and thus need skilled employees to support their expanding IT infrastructure. Second, people are spending more time on their mobile devices, and because employers are allowing them to use these personal devices at work (i.e., BYOD, or bring your own device), the network infrastructure has to support the data that flow from these devices as well as to make sure that they don't pose a security risk.

With a few years of experience, there is the possibility to work as an information systems manager, for which the median annual pay is as high as \$117,780. An information systems manager plans, coordinates, and directs IT-related

activities in such a way that they can fully support the goals of any business. Thus, this job requires a good understanding not only of the business but also of the technology so that appropriate and reliable technology can be implemented at a reasonable cost to keep everything operating smoothly and to guard against cybercriminals.

Because of the expanding job market for IT and networking-related jobs, certifications become important. Most large vendors of network technologies, such as the Microsoft Corporation and Cisco Systems Inc., provide certification processes (usually a series of courses and formal exams) so that individuals can document their knowledge. Certified network professionals often earn \$10,000 to \$15,000 more than similarly skilled uncertified professionals—provided that they continue to learn and maintain their certification as new technologies emerge.

Adapted from: <http://jobs.aol.com>, "In Demand Careers That Pay \$100,00 a Year or More"; www.careerpath.com, "Today's 20 Fastest-Growing Occupations"; www.cnn.com, "30 Jobs Needing Most Workers in Next Decade," <http://www.careerprofiles.info/top-careers.html>.

1.2 DATA COMMUNICATIONS NETWORKS

Data communications is the movement of computer information from one point to another by means of electrical or optical transmission systems. Such systems are often called *data communications networks*. This is in contrast to the broader term *telecommunications*, which includes the transmission of voice and video (images and graphics) as well as data and usually implies longer distances. In general, data communications networks collect data from personal computers and other devices and transmit those data to a central server that is a more powerful personal computer, minicomputer, or mainframe, or they perform the reverse process, or some combination of the two. Data communications networks facilitate more efficient use of computers and improve the day-to-day control of a business by providing faster information flow. They also provide message transfer services to allow computer users to talk to one another via email, chat, and video streaming.

TECHNICAL

FOCUS

1-1 Internet Domain Names

Internet address names are strictly controlled; otherwise, someone could add a computer to the Internet that had the same address as another computer. Each address name has two parts, the computer name and its domain. The general format of an Internet address is therefore computer.domain. Some computer names have several parts separated by periods, so some addresses have the format computer.computer.computer.domain. For example, the main university Web server at Indiana University (IU) is called `www.indiana.edu`, whereas the Web server for the Kelley School of Business at IU is `www.kelley.indiana.edu`.

Since the Internet began in the United States, the American address board was the first to assign domain names to indicate types of organizations. Some common U.S. domain names are as follows:

EDU	for an educational institution, usually a university
COM	for a commercial business
GOV	for a government department or agency
MIL	for a military unit
ORG	for a nonprofit organization

As networks in other countries were connected to the Internet, they were assigned their own domain names. Some international domain names are as follows:

CA	for Canada
AU	for Australia
UK	for the United Kingdom
DE	for Germany

New top-level domains that focus on specific types of businesses continue to be introduced, such as the following:

AERO	for aerospace companies
MUSEUM	for museums
NAME	for individuals
PRO	for professionals, such as accountants and lawyers
BIZ	for businesses

Many international domains structure their addresses in much the same way as the United States does. For example, Australia uses *EDU* to indicate academic institutions, so an address such as `xyz.edu.au` would indicate an Australian university.

For a full list of domain names, see www.iana.org/domains/root/db.

1.2.1 Components of a Network

There are three basic hardware components for a data communications network: a server (e.g., personal computer, mainframe), a client (e.g., personal computer, terminal), and a circuit (e.g., cable, modem) over which messages flow. Both the server and client also need special-purpose network software that enables them to communicate.

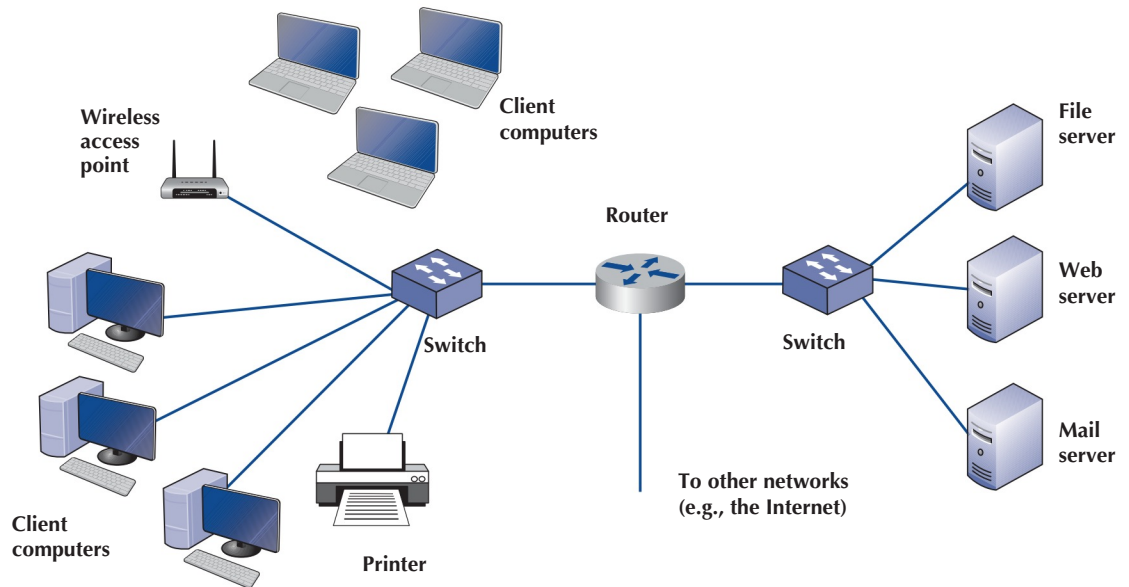


FIGURE 1-1 Example of a local area network (LAN)

The **server** stores data or software that can be accessed by the clients. In client–server computing, several servers may work together over the network with a client computer to support the business application.

The **client** is the input–output hardware device at the user’s end of a communication circuit. It typically provides users with access to the network and the data and software on the server.

The **circuit** is the pathway through which the messages travel. It is typically a copper wire, although fiber-optic cable and wireless transmission are becoming common. There are many devices in the circuit that perform special functions such as switches and routers.

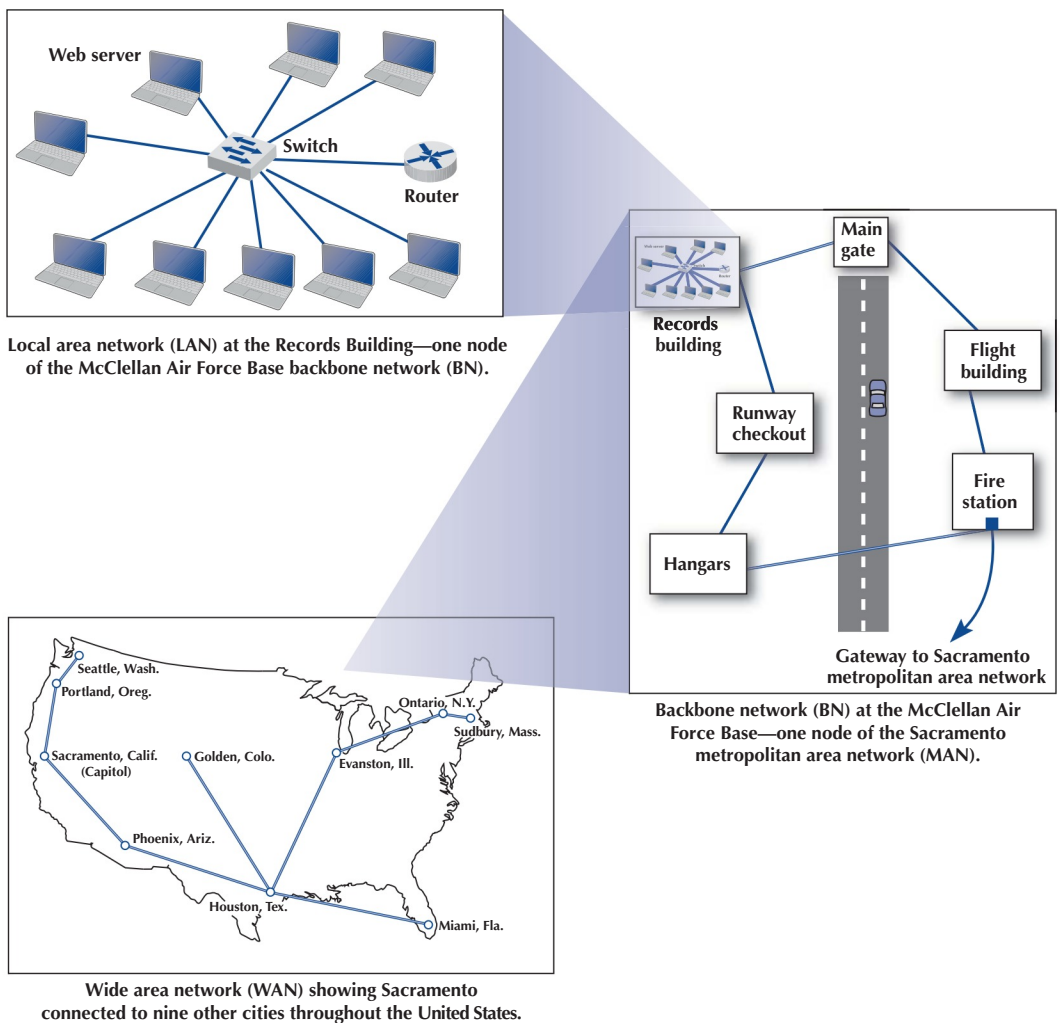
Strictly speaking, a network does not need a server. Some networks are designed to connect a set of similar computers that share their data and software with each other. Such networks are called **peer-to-peer networks** because the computers function as equals, rather than relying on a central server to store the needed data and software.

Figure 1-1 shows a small network that has several personal computers (clients) connected through a **switch** and **cables** (circuit) and wirelessly through a **wireless access point**(AP). In this network, messages move through the switch to and from the computers. The **router** is a special device that connects two or more networks. The router enables computers on this network to communicate with computers on the same network or on other networks (e.g., the Internet).

The network in Figure 1-1 has three servers. Although one server can perform many functions, networks are often designed so that a separate computer is used to provide different services. The **file server** stores data and software that can be used by computers on the network. The **Web server** stores documents and graphics that can be accessed from any Web browser, such as Internet Explorer. The Web server can respond to requests from computers on this network or any computer on the Internet. The **mail server** handles and delivers email over the network. Servers are usually personal computers (often more powerful than the other personal computers on the network) but may be mainframes too.

1.2.2 Types of Networks

There are many different ways to categorize networks. One of the most common ways is to look at the geographic scope of the network. Figure 1-2 illustrates three types of networks: local area



Local area network (LAN) at the Records Building—one node of the McClellan Air Force Base backbone network (BN).

Backbone network (BN) at the McClellan Air Force Base—one node of the Sacramento metropolitan area network (MAN).

Wide area network (WAN) showing Sacramento connected to nine other cities throughout the United States.

FIGURE 1-2 The hierarchical relationship of a LAN to a BN to a WAN.
 BAN = backbone network; LAN = local area network; WAN = wide area network

networks (LANs), backbone networks (BNs), and wide area networks (WANs). The distinctions among these are becoming blurry because some network technologies now used in LANs were originally developed for WANs, and vice versa. Any rigid classification of technologies is certain to have exceptions.

A **local area network (LAN)** is a group of computers located in the same general area. A LAN covers a clearly defined small area, such as one floor or work area, a single building, or a group of buildings. The upper-left diagram in Figure 1-2 shows a small LAN located in the records building at the former McClellan Air Force Base in Sacramento. LANs support high-speed data transmission compared with standard telephone circuits, commonly operating 100 million bits per second (100 Mbps). LANs and wireless LANs are discussed in detail in Chapter 6.

Most LANs are connected to a **backbone network (BN)**, a larger, central network connecting several LANs, other BNs, MANs, and WANs. BNs typically span from hundreds of feet to several miles and provide very high-speed data transmission, commonly 100–1,000 Mbps. The second diagram in Figure 1-2 shows a BN that connects the LANs located in several buildings at McClellan Air Force Base. BNs are discussed in detail in Chapter 7.

Wide area networks (WANs) connect BNs and MANs (see Figure 1-2). Most organizations do not build their own WANs by laying cable, building microwave towers, or sending up satellites (unless they have unusually heavy data transmission needs or highly specialized requirements, such as those of the Department of Defense). Instead, most organizations lease circuits from IXCs (e.g., AT&T, Sprint) and use those to transmit their data. WAN circuits provided by IXCs come in all types and sizes but typically span hundreds or thousands of miles and provide data transmission rates from 64 Kbps to 10 Gbps. WANs are discussed in detail in Chapter 8.

Two other common terms are **intranets** and **extranets**. An intranet is a LAN that uses the same technologies as the Internet (e.g., Web servers, Java, HTML [Hypertext Markup Language]) but is open to only those inside the organization. For example, although some pages on a Web server may be open to the public and accessible by anyone on the Internet, some pages may be on an intranet and therefore hidden from those who connect to the Web server from the Internet at large. Sometimes, an intranet is provided by a completely separate Web server hidden from the Internet. The intranet for the Information Systems Department at Indiana University, for example, provides information on faculty expense budgets, class scheduling for future semesters (e.g., room, instructor), and discussion forums.

An extranet is similar to an intranet in that it, too, uses the same technologies as the Internet but instead is provided to invited users outside the organization who access it over the Internet. It can provide access to information services, inventories, and other internal organizational databases that are provided only to customers, suppliers, or those who have paid for access. Typically, users are given passwords to gain access, but more sophisticated technologies such as smart cards or special software may also be required. Many universities provide extranets for Web-based courses so that only those students enrolled in the course can access course materials and discussions.

1.3 NETWORK MODELS

There are many ways to describe and analyze data communications networks. All networks provide the same basic functions to transfer a message from sender to receiver, but each network can use different network hardware and software to provide these functions. All of these hardware and software products have to work together to successfully transfer a message.

One way to accomplish this is to break the entire set of communications functions into a series of **layers**, each of which can be defined separately. In this way, vendors can develop software and hardware to provide the functions of each layer separately. The software or hardware can work in any manner and can be easily updated and improved, as long as the interface between that layer and the ones around it remains unchanged. Each piece of hardware and software can then work together in the overall network.

There are many different ways in which the network layers can be designed. The two most important network models are the Open Systems Interconnection Reference (OSI) model and the Internet model. Of the two, the Internet model is the most commonly used; few people use the OSI model, although understand it is commonly required for network certification exams.

1.3.1 Open Systems Interconnection Reference Model

The **Open Systems Interconnection Reference model** (usually called the **OSI model** for short) helped change the face of network computing. Before the OSI model, most commercial networks used by businesses were built using nonstandardized technologies developed by one vendor (remember that the Internet was in use at the time but was not widespread and certainly was not commercial). During the late 1970s, the International Organization for Standardization (ISO) created the Open System Interconnection Subcommittee, whose task was to develop a framework of standards for computer-to-computer communications. In 1984, this effort produced the OSI model.

FIGURE 1-3

Network models.
OSI = Open Systems
Interconnection
Reference

OSI Model	Internet Model	Groups of Layers	Examples
7. Application Layer	5. Application Layer	<i>Application Layer</i>	Internet Explorer and Web pages
6. Presentation Layer			
5. Session Layer			
4. Transport Layer	4. Transport Layer	<i>Internetwork Layer</i>	TCP/IP software
3. Network Layer	3. Network Layer		
2. Data Link Layer	2. Data Link Layer	<i>Hardware Layer</i>	Ethernet port, Ethernet cables, and Ethernet software drivers
1. Physical Layer	1. Physical Layer		

The OSI model is the most talked about and most referred to network model. If you choose a career in networking, questions about the OSI model will be on the network certification exams offered by Microsoft, Cisco, and other vendors of network hardware and software. However, you will probably never use a network based on the OSI model. Simply put, the OSI model never caught on commercially in North America, although some European networks use it, and some network components developed for use in the United States arguably use parts of it. Most networks today use the Internet model, which is discussed in the next section. However, because there are many similarities between the OSI model and the Internet model, and because most people in networking are expected to know the OSI model, we discuss it here. The OSI model has seven layers (see Figure 1-3).

Layer 1: Physical Layer The *physical layer* is concerned primarily with transmitting data bits (zeros or ones) over a communication circuit. This layer defines the rules by which ones and zeros are transmitted, such as voltages of electricity, number of bits sent per second, and the physical format of the cables and connectors used.

Layer 2: Data Link Layer The *data link layer* manages the physical transmission circuit in layer 1 and transforms it into a circuit that is free of transmission errors as far as layers above are concerned. Because layer 1 accepts and transmits only a raw stream of bits without understanding their meaning or structure, the data link layer must create and recognize message boundaries; that is, it must mark where a message starts and where it ends. Another major task of layer 2 is to solve the problems caused by damaged, lost, or duplicate messages so the succeeding layers are shielded from transmission errors. Thus, layer 2 performs error detection and correction. It also decides when a device can transmit so that two computers do not try to transmit at the same time.

Layer 3: Network Layer The *network layer* performs routing. It determines the next computer to which the message should be sent, so it can follow the best route through the network and finds the full address for that computer if needed.

Layer 4: Transport Layer The *transport layer* deals with end-to-end issues, such as procedures for entering and departing from the network. It establishes, maintains, and terminates logical connections for the transfer of data between the original sender and the final destination of the message. It is responsible for breaking a large data transmission into smaller packets (if needed), ensuring that all the packets have been received, eliminating duplicate packets, and performing flow control

to ensure that no computer is overwhelmed by the number of messages it receives. Although error control is performed by the data link layer, the transport layer can also perform error checking.

Layer 5: Session Layer The *session layer* is responsible for managing and structuring all sessions. Session initiation must arrange for all the desired and required services between session participants, such as logging on to circuit equipment, transferring files, and performing security checks. Session termination provides an orderly way to end the session, as well as a means to abort a session prematurely. It may have some redundancy built in to recover from a broken transport (layer 4) connection in case of failure. The session layer also handles session accounting so the correct party receives the bill.

Layer 6: Presentation Layer The *presentation layer* formats the data for presentation to the user. Its job is to accommodate different interfaces on different computers so the application program need not worry about them. It is concerned with displaying, formatting, and editing user inputs and outputs. For example, layer 6 might perform data compression, translation between different data formats, and screen formatting. Any function (except those in layers 1 through 5) that is requested sufficiently often to warrant finding a general solution is placed in the presentation layer, although some of these functions can be performed by separate hardware and software (e.g., encryption).

Layer 7: Application Layer The *application layer* is the end user's access to the network. The primary purpose is to provide a set of utilities for application programs. Each user program determines the set of messages and any action it might take on receipt of a message. Other network-specific applications at this layer include network monitoring and network management.

1.3.2 Internet Model

The network model that dominates current hardware and software is a more simple five-layer **Internet model**. Unlike the OSI model that was developed by formal committees, the Internet model evolved from the work of thousands of people who developed pieces of the Internet. The OSI model is a formal standard that is documented in one standard, but the Internet model has never been formally defined; it has to be interpreted from a number of standards. The two models have very much in common (see Figure 1-3); simply put, the Internet model collapses the top three OSI layers into one layer. Because it is clear that the Internet has won the “war,” we use the five-layer Internet model for the rest of this book.

Layer 1: The Physical Layer The **physical layer** in the Internet model, as in the OSI model, is the physical connection between the sender and receiver. Its role is to transfer a series of electrical, radio, or light signals through the circuit. The physical layer includes all the *hardware* devices (e.g., computers, modems, and switches) and physical *media* (e.g., cables and satellites). The physical layer specifies the type of connection and the electrical signals, radio waves, or light pulses that pass through it. Chapter 3 discusses the physical layer in detail.

Layer 2: The Data Link Layer The **data link layer** is responsible for moving a message from one computer to the next computer in the network path from the sender to the receiver. The data link layer in the Internet model performs the same three functions as the data link layer in the OSI model. First, it controls the physical layer by deciding when to transmit messages over the media. Second, it formats the messages by indicating where they start and end. Third, it detects and may correct any errors that have occurred during transmission. Chapter 4 discusses the data link layer in detail.