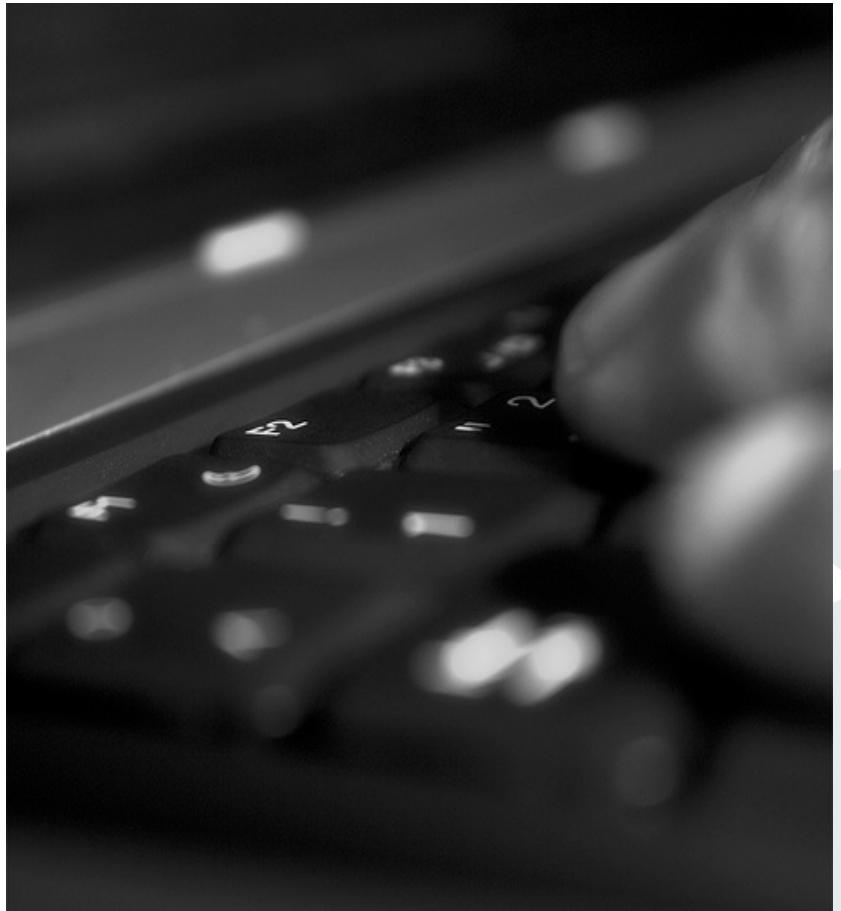


## Exercise 2 Business Informatics 2 (PWIN)

## Information Systems II & III

WS 2019

Ann-Kristin Lieberknecht  
[www.m-chair.de](http://www.m-chair.de)



Jenser (Flickr.com)

# Exercise 1: Architecture Models

- a) Please sketch a three-tier and a model-view-controller concept and explain the function of each component.
- b) Please determine to which component the following InstaMatch elements belong in each concept:
  - The form for the input of personal information (e.g. gender, age, etc.) for users
  - The database for storing the contact list and calendar of a user
  - The software module containing the matching logic for the personal profiles of users.

## Exercise 2: Cloud & Edge

- a) What are the advantages and disadvantages of a Cloud Computing architecture in comparison to a central server concept?
- b) What kind of Cloud Computing services do there exist? Assuming the Cloud Computing concept is suitable for the InstaMatch service, what type of Cloud service (e.g. infrastructure as a service) should be booked and why?
- c) Briefly explain the concept of Edge Computing Architecture and why it is gaining importance.

## Exercise 3: Types of Apps

- a) What types of apps do there exist and what is the difference between them?
- b) Which type is best suited for the InstaMatch service and why?
- c) If InstaMatch chooses to use a mobile web app, how would the presentation, logic and data tier be distributed among the user and provider in the InstaMatch app? How would it be in a web app?

- a) Name three particularities of mobile devices that make them attractive for Marketers.
- b) What is contextual targeting? Please give an example?

## Exercise 5: Platform markets

- a) Explain how a platform market works.
- b) Is InstaMatch using this kind of business model? Please reason why or why not.
- c) What are direct and indirect network effects?