

CASE STUDY: SOCIALSTEP.COM



THE PROJECT: SocialStep.com provides an online entertainment calendar for major metropolitan areas such as New York, Atlanta, and Chicago, among others. The general manager of the SocialStep project required a custom content management solution integrated with an advanced search mechanism to allow users to find events in their local city.

THE CHALLENGE: SocialStep needed a content management system which would allow multiple administrators in each city a method to update entertainment events on a daily basis, and a search engine for users to

find these events by date in their locality. Due to the high volume of traffic on the site and the geographic diversity between the various site administrators and the user base, the delivered functionality had to be flexible and scalable to support a large, varied audience.

THE SOLUTION: A custom event management and publication tool was created which allowed multiple administrators to log in and update specific event and news items with textual and multimedia content. A user login and management system was created to retain visitor preferences and an advanced search and sort mechanism was created specifically for their needs.

THE TECHNOLOGY: The site was created on a managed Microsoft NT IIS 4 server utilizing Active Server Pages connecting to a Microsoft SQL 7.0 Database.

THE CUSTOMER: "I had seen ITCN's previous work with corporate clients, and I knew they possessed the knowledge and experience needed to create an application on this scale. We get a lot of visitors every day, and scalability on both the administrative and client interfaces of the site was a big concern. I was more than pleased with the quality and timeliness of the work performed. The site has been performing above and beyond our expectations for two years now."

- Brad Mohr
General Manager
SocialStep.com Internet Project