

INDUSTRY

Internet Infrastructure

NEED

Our client's Japan division conducts regular campaigns to inform users regarding upcoming online seminars. The existing campaign application needed modifications in the following areas:

- Improve the reliability and consistency of the user interface
 - Enable interoperability of single and multi-byte characters
 - Improve performance to handle a greater number of concurrent users
 - Gather and store demographic and non-demographic information
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SOLUTION

After carefully considering the project objectives and the existing design, the Akraya team proposed and implemented changes that enabled our client to enhance the existing data model in order to resolve inconsistencies in linkages of questions and answers while ensuring integrity of other dependent applications.

RESULT

Using a combination of analytical thinking and advanced multi-byte character implementation in Java, Akraya's solution resolved the character set interoperability errors. In addition, the improved campaign application enhanced page caching techniques to reduce memory usage and enable scaling to thousands of concurrent users. As a result of this successful project, our client can now easily collect and store added demographic information along with non-demographic information in cookies in the database for future data analytics.

TOOLS

- Java
- JDK 1.2.2
- SQL, Oracle 8i
- Stored Procedures
- Solaris
- JSP