

# Online Portal Framework

*The Client is an Italy based company that provides management consulting with a specialization on internet-oriented marketing. The Client had a vision to develop an online marketing tool framework based on portal technology that will support development of multiple business applications.*

## Challenges

This project involves building portlets compatible to JSR-168 using Jetspeed-2 portal framework. This project also involves development of the proof-of-concept framework by means of developing few major portlets as per client requirements and market needs. With the basic portlets once built, new instances (portals) can be developed incrementally. This will hence allow faster creation and management of web contents for various different end clients with different business needs.

## Solution

Some of the solutions used by e-Zest team to meet various challenges were:

- To make web spiders sensitive to portal data, e-Zest used the concept of URL remapping.
  - Business Rules were kept inside the xml that allows the java code and business rules to be decoupled hence making the framework loosely coupled from business rules.
  - Use of hibernate for data manipulation
  - Factory design pattern to reduce code coupling
  - Use of velocity instead of JSP for easy creation of new instances
- Development of a XLS Parser utility to speed up data input for frontend portlets; the parser was designed to be simple to follow and reuse by defining the XLS format in XML and using Java Reflection API to eliminate any hardcoding and decouple the format from java code.

## Technology

Jetspeed 2.1.2, Velocity, JSP 2.0

## *Conclusion*

The portal framework provided the client with an exponentially scalable business model whereby the base framework can be used to create new marketing websites in a short time span of 1 month while providing full-fledged content management and e-Commerce features. It is very easy to add new modules into the base framework for enhancing the framework or for customizing it for specific customer needs.