

# Akraya, Inc.

The Right Solutions...on time, within budget!



## Cisco Systems, Inc. e-Campaign Application Re-engineering

**Background:** Cisco conducts various online seminars for its customers and prospects. Seminars offer a mode of disseminating vital information related to new products, technologies or solutions.

Cisco Japan undertakes regular campaigns to inform users regarding upcoming online seminars. Currently, online seminars are hosted on various ASP sites outside the domain of Cisco.

The e-Campaign application aims to handle dissemination of information about online seminars to invited users as well as users visiting from other relevant sites by hosting them internally. It will also facilitate a real-time collection of user demographic information and relevant survey data.

**Challenges:** The existing e-Campaign application needed modifications to:

Improve the reliability and consistency of the user interface.

Enable interoperability of single and multi-byte characters.

Improve performance to handle greater number of concurrent users.

Gather and store demographic and non-demographic informa-

tion.

**Akraya Solution:** After carefully considering the project objectives and the existing design, the Akraya team proposed and implemented the following changes:

Enhance the existing data model to resolve inconsistencies in linkages of questions and answers while ensuring integrity of other dependent applications.

Using a combination of analytical thinking and advanced multi-byte character implementation in Java, resolve the character-set interoperability errors.

Implement page caching techniques to reduce memory usage and enable scaling to thousands of concurrent users.

Added demographic information along with non-demographic information in cookies and stored this in the database for future data analytics.

**Technologies:** Java, JDK 1.2.2, JSP, SQL, Stored Procedures, Oracle 81, Solaris.

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