



AKRAYA | *Trusted Talent*

Customer Success Story



Client Profile:

Industry:
Network Systems

Company:
Cisco Systems

Akraya Client
Since: 2001

Project:
Business Intelligence

AKRAYA delivers enhanced e-Campaign application enabling Cisco Japan to significantly improve the reliability and performance of online seminars

Client Need

Cisco is a Fortune 100 company and a global leader in the networking space with a presence all over the world. It is a leading manufacturer of internetworking products like routers, bridges and switches. 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.

The Project

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.

The existing e-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 greater number of concurrent users
- * Gather and store demographic and non-demographic information

Akraya 's Solution

After carefully considering the project objectives and the existing design, the Akraya team proposed and implemented changes that enabled Cisco Japan to enhance the existing data model in order to resolve inconsistencies in linkages of questions and answers while ensuring integrity of other dependent applications. Using a combination of analytical thinking and advanced multibyte character implementation in Java, Akraya's solution also resolved the character set interoperability errors. In addition, the improved e-Campaign application also enhanced page caching techniques to reduce memory usage and enable scaling to thousands of concurrent users. As a result of this successful project, Cisco Japan can now also conveniently collect and store added demographic information along with non-demographic information in cookies in the database for future data analytics.

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