

Case Study

Rejuvenating a Directory Publishing software used by media groups

info@aspresys.com | www.aspiresys.com

THE CUSTOMER

Our customer is in to developing and implementing innovative software solutions for the News Publishing Industry, their solutions are used by more than 600 organizations around the world.

“

Our customer has software which provides media companies with the ability to easily create and deploy niche directories, geo domains and boutique sites to maximize local revenue opportunities.

”

THEIR NEED

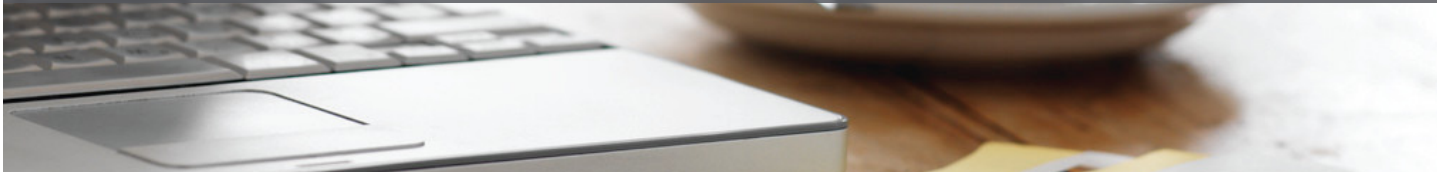
Our customer has a software which provides media companies with the ability to easily create and deploy niche directories, geo domains and boutique sites to maximize local revenue opportunities. They wanted to re-write their software into the Drupal PHP content management platform with enhanced features.

THE SOLUTION

The primary requirement of the software is to store a large amount of information and should be able to classify them under various categories and set them as independent sites which use the same database and code underneath. It should also be able to integrate with various Drupal plug-ins and Apache Solr for search capabilities. Aspire started by defining a site map for the website, user access control rights and required custom tables. Drupal was installed and configured to allow Taxonomy and Navigation Setup.

The developed software provides media companies features such as:

- High-level category layout for major points of interest in the local community
- Software toolset to make it easy to add engaging components or behaviors to an advertiser's listing creating profitable up-sell opportunities
- An easily customizable local business directory component to meet specific branding requirements
- Search-optimized list and detail views within the software for improved search engine visibility
- Credit card payment processing through the PayPal Pay flow service



“

Aspire started by defining a site map for the website, user access control rights and required custom tables. Drupal was installed and configured to allow Taxonomy and Navigation Setup.

”

TOOLS AND TECHNOLOGIES

- Linux (Ubuntu/Centos)
- PHP 5.2.3
- MySQL 5.2
- Aptana /Eclipse PDT IDE
- Acquia Drupal 1.2.21 (Drupal 6.15 core)