



## Design and develop web-based newsletter management system

### The Customer

The group was founded to "Feed the World with Knowledge" through research and education regarding the potential of a plant-based diet, to promote health and prevent disease. The Customer harvests the latest findings, whether from their own state-of-the-art laboratory or from the finest universities around the world, to bring the public news and information through brochures, newsletters, published articles, quarterly magazines, videos, and television programming.

### The Challenge

The group engaged AgreeYa to help them develop, implement, and support their newsletter content management and publishing system. The project scope included: developing the newsletter creation, editing, and approval workflow mechanism; developing a content management system to store the newsletters; publishing the newsletters and magazines on the website; and distributing them via email.

The challenge was to customize existing Microsoft products to cater to customer's specific workflow and template requirements. For email distribution, the portal was to be integrated with a third-party,

marketing/communications service provider. Another important challenge of this project was to design a highly available architecture which would provide 100% up-time.

### The Solution

Leveraging AgreeYa's O<sup>3</sup> (onsite-offsite-offshore) delivery model, one onsite delivery manager was deployed to aid the customer Project Manager in communication, coordination, status reporting and risk management. AgreeYa's software development lifecycle methodology included a prototype phase, which provided mitigation of the technical and functional risks at an early stage. The AgreeYa offshore team deployed a local development and test bed, and accessed the staging and production servers over secure VPN access.

AgreeYa provided integration to the third-party communications provider which was achieved using web services. A complex infrastructure of 16 servers across four server farms, distributed across the US, was implemented to ensure redundancy, backup, and disaster recovery.

### The Results

The benefits of this project were realized through the use of AgreeYa's .NET experts, who had rich

experience with Microsoft SharePoint Portal Server and Microsoft Content Management Server. The project was delivered on schedule, and support was provided by AgreeYa during support phases and “Go Live”.

Customer also gained the following business benefits:

- The redesign of the website allowed for easier maintenance.
- Newsletter content was able to be updated centrally.
- A workflow for updating content was established. AgreeYa provided features in the portal to save the content in a structured method with proper hierarchy and classification.
- Experienced a drastic reduction in the time and effort to publish the newsletter.
- AgreeYa’s iLab Solution Delivery Accelerators accelerated the development lifecycle.

## The Technology

The application was developed using Microsoft Content Management Server, Microsoft SharePoint Server, Visual Studio .NET, and SQL Server. Twelve

Horses was used as the marketing/communications service provider and integrated using Web Services/XML framework.

## AgreeYa’s Portal Solutions

AgreeYa's Portal Solutions deliver extensive community, collaboration, content, document, and knowledge management capabilities combined with security, identity management, and mobile access capabilities. With expertise in a wide range of technologies, we deliver the following advantages to our customers:

- Accelerate productivity by providing employees with accurate information quicker
- Create a dashboard of key performance indicators for proactive decision making
- Manage projects, information, and knowledge through a single platform
- Automate key business processes
- Reduce communication costs
- Extend collaboration to suppliers, customers, and partners

## About AgreeYa

AgreeYa is a global provider of software, solutions, and services focused on deploying business-driven, technology-enabled solutions that create next-generation competitive advantages for customers. Headquartered in Folsom, California, AgreeYa employs more than 1,500 professionals across its 23 offices in 8 countries. Over the last 18 years, AgreeYa has worked with 500+ organizations ranging from Fortune 100 firms to small and large businesses across industries. AgreeYa’s software portfolio includes SocialXtend (intranet and enterprise social collaboration), Cogent (comprehensive end-to-end case management solution for collections agencies and law firms), QuickApps (award winning suite of SharePoint web parts and pre-built templates), Site Administrator (gain insight for improved compliance and governance of your SharePoint environment), Recovery Manager (solution for rapid and scalable SharePoint content restores) and BeatBlip (Test Automation as a Service). As part of its solutions and services offerings, AgreeYa provides portal, content management, and collaboration on SharePoint, cloud and infrastructure, enterprise mobility, business intelligence and big data analytics, product engineering, application development and management, independent software testing, and staffing (IT and risk/compliance) solutions.

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