



Where knowledge meets passion

“Working with the Wall Street Journal allowed us to stretch the boundaries of advanced portal solutions. By leveraging best-in-class web technology, we provided the Journal and its portal users with an open and friendly online community environment.”

*Farhan Muhammad, President and Chief Architect
ILM*

CUSTOM PORTAL SOLUTIONS

Custom applications for large scale, high performance needs

CHALLENGE

The Wall Street Journal (WSJ) realized its Journal Community news portal lagged in customer support. Users wanted more access to comprehensive news, the latest financial content and an easier way to interact online with investors who shared similar interests. To better meet the changing needs of all users and retain subscribers, the WSJ needed to quickly rebuild and reposition its legacy portal.

SOLUTION OVERVIEW

ILM worked closely with the WSJ and its creative agency to bring their vision of a more user-friendly Journal Community to life. Our experienced software engineers leveraged the latest in online community technologies and industry best practices to develop a unique, innovative portal solution. This next-gen solution transformed the legacy Journal Community into a robust online community experience for subscribers, repeat users and new users alike.

RESULTS

The WSJ now has a more comprehensive and user-friendly online news portal. The re-designed Journal Community provides all user levels with broader access to more valuable content than ever before including comprehensive news articles and the latest financial reports. And, users now have a better sense of community – connecting them with those who share similar financial and investment interests.

SCOPE

Duration: 5-6 months
Hours Billed: 1,100 hours
Team Size: 2

TECHNOLOGIES

- Microsoft .NET Framework
- ASP.NET MVC Framework
- Web 2.0 Technologies
- Database Backend

CUSTOM APPLICATION SOLUTIONS

Take advantage of our custom IT solutions for your large scale, high performance needs. We provide:

Application Development

Business Analysis

Project Management

ALM with Team System



SOLUTION DETAILS:

ILM re-developed the Journal Community news portal by leveraging our extensive experience in custom-built online solutions for large-scale projects. Our solution included the following key components:

MICROSOFT .NET FRAMEWORK

This software helped expedite development efforts and provided a dynamic and reliable framework for the project. Additional advantages included:

- More stable computer environment via managed program code
- Easy application deployment and maintenance
- Simplified debugging processes
- Assured application compatibility with current and future versions of Windows

ASP.NET MVC FRAMEWORK

We used the latest in website architecture technology to build the portal framework. Benefits included:

- Total control of HTML markup
- Rich Ajax integration
- Easily maintained and extended web applications
- Ability to support test-driven development

WEB 2.0 TECHNOLOGIES

The latest Internet technologies – such as Ajax, JQuery and ASP.NET MVC – provided a rich user experience through the following enhancements:

- Highly open and interactive design
- In-depth interaction and information sharing among a user's communities of interest
- Broader interoperability and collaboration facilitation

DATABASE BACKEND

We utilized best-in-class technologies to develop a robust database to handle the portal's mass information volume. Enhanced features included:

- More efficient and reliable manner of tracking, storing and transmitting relevant data to users
- Conversation notification system that allowed users to receive updates on conversation topics of interest anytime, anyplace
- Versatile architecture that supported all Internet browsers and connections



ILM

4445 W 77th St, Suite 140
Bloomington, MN 55435

952.960.2220

www.ilmservice.com

ABOUT ILM

ILM is one of the leading IT development solutions firms in the nation. We excel in all areas of the software development lifecycle. From analysis and development to implementation, our experts specialize in complex and mission-critical custom business applications for organizations of all sizes.