

Technology Overview for www.visitspartanburg.com August 2010

Content Management System

Visitspartanburg.com utilizes the hosted solution, WSI eFusion, a branded version of Adobe's Business Catalyst.

Adobe acquired Business Catalyst in August 2009 to complement its existing portfolio of Creative Suite[R] tools and online hosted services. The platform was added to respond to the needs of Web professionals looking for effective hosted services to build and deliver online businesses for small business clients. The Business Catalyst solution enables Web professionals to build these solutions in a fraction of the traditional time and cost. Business Catalyst offers a comprehensive system - from content management, to E-Commerce, to customer relationship management (CRM (Customer Relationship Management) An integrated information system that is used to plan, schedule and control the presales and postsales activities in an organization.), and back-end business analytics. By integrating these core functions, Business Catalyst offers a central console to manage usually disparate functions which ultimately helps the Web designer better meet the needs of their clients.

Under its branded name, WSI eFusion, is a user friendly all in one website development platform that offers a number of easy to use modules, eCommerce, email marketing, hosting, webmail system, built-in analytics and integrated CRM. Setting up a website within the eFusion platform is quick and simple to do. Aside from starting a website from scratch, you have the ability to choose from several pre-designed template layouts for almost any type of website. eFusion also offers the ability to import a current website, outside of the platform, into the system for easier management, and added functionality.

Some of the basic modules included in eFusion are the Ad Rotator, Bookings, FAQ Manager, Literature Module, Photo Gallery, Site Search, Site Map, Web Forms, and Announcements, which functions as a news manager. For more advanced users they also offer a Web Apps module that allows for you to create your own custom applications, which are integrated directly into the system. Aside from these basic modules there is also the added bonus of a fully integrated Blog, Dynamic Menus, and Forums. All of these modules are fully customizable.

Also included within the system is an eCommerce section. With this shopping cart you can several product catalogs, and products with ease. Payment gateways for your shopping cart are included in the eCommerce section, as well as shipping options, gift vouchers for your online store, and the system support multiple currencies. All of your online sales will be tracked with eFusion's built-in reporting system.

On top of all of these great features eFusion has a fully integrated CRM, so you can easily manage your customer database categorizing your database any way you want, and their built-in analytics make keeping track of all the traffic coming to your website simple as can be.

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Hosting & Server

Business Catalyst operates data centers in 3 different continents to ensure customers get optimum response times from their websites. Data centers are located in: North America (New Jersey, USA); Europe (Dublin, Ireland), and Asia Pacific (Sydney, Australia)

System Reliability is non-issue because all of our Data Centers are located in Tier 4 Data Centre facilities. This means that all of the facilities that house our servers have:

- Multiple cooling and power distribution paths for stable systems
- Multiple active power distribution paths to prevent down time from blackouts
- Redundant components for fault tolerance
- High connectivity and power into our machines

All of the Data Center facilities are connected to the net via Tier 1 networks, or have peering arrangements with Tier 1 networks. This means that our servers are essentially hooked in to the "backbone" of the internet, which generally results in higher network speeds and lower latency from your customer's browser to our servers. And on top of all that we provide a 99.98% uptime service level agreement.

Adobe Catalyst web applications and CMS are built in ASP.NET and currently take advantage of the Microsoft .NET 2.0 Framework. Our database servers are running Microsoft SQL Server 2005.

Internet Information Services (IIS) 6.0 is a powerful Web server, available in all versions of Microsoft Windows Server 2003, which provides a highly reliable, manageable, scalable, and secure Web application infrastructure. IIS 6.0 enables organizations of all sizes to quickly and easily deploy Web sites and provides a high-performance platform for applications built using Microsoft ASP.NET and the Microsoft .NET Framework.

Administrators and Web application developers demand a reliable, easily managed, high performance, and secure Web server. IIS 6.0 and Microsoft Windows Server 2003 introduce many new features for Web application server reliability and availability, management, scalability, and security.