

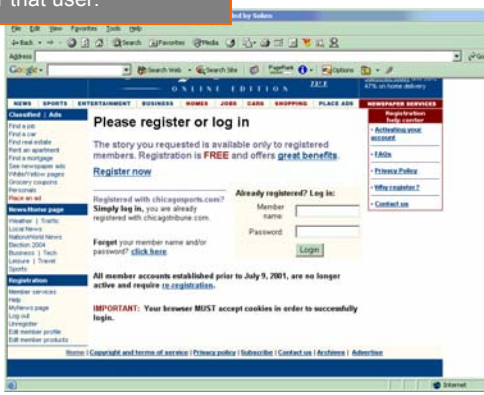
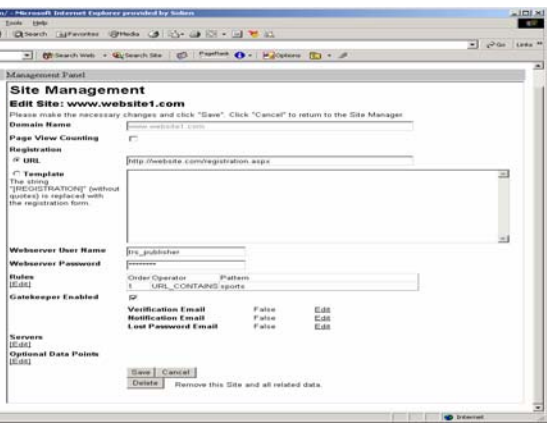
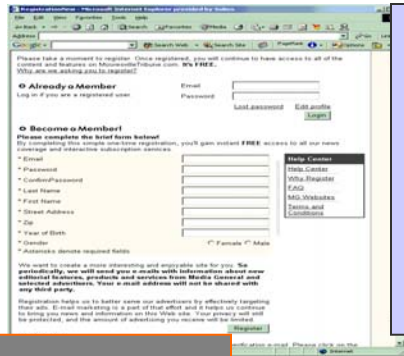
**// CHALLENGE**

- To build a registration system that allows web content publishers to gather information from their consumers through a process of “incremental registration.”
- Flexibility was required so that publishers could easily define the information that a visitor needs to provide in order to view content.
- The application needed to be extremely high performance and scalable.
- The Audience Registration System needed to aggregate data from different content websites into a single profile of a user.

**// SOLUTION**

➤ The system includes a Dashboard for complete configuration of the ARS, including sites, servers, data points and access rules, and a Content Gatekeeper that evaluates content requests and determines if registration is required for that user.

➤ The Audience Registration System allows content publishers to easily create “Access Rules” that dictate which data points will be required for access to a given area of a site. Data points are easily set up and may include personal information and answers to survey questions.



➤ User data can be aggregated across websites, an important feature for major media companies who administer multiple websites. Once a user registers on one site, the registration is recognized across all that company's web properties.

**// TECHNOLOGY**

- Microsoft Windows 2000 Server
- Microsoft SQL Server 2000
- Microsoft Visual Studio .Net 7.0
- Microsoft ASP.Net 1.0
- Microsoft .Net Framework 1.0
- C#
- C++
- Solien Business Objects 1.2
- XML/XSLT
- ISAPI Filter

**// RESULTS**

- Solien created a world-class solution for Tacoda Systems that is extremely flexible, scalable and high performance. The ARS enables publishers to securely centralize registration for audiences across multiple online media properties and to capture important user information.

