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|-----------------------|---|
| Project Title: | Book Clubs |
| Period: | October 1999 through today |
| Client: | Eagle Publishing |
| Complexity: | 12 web sites. 4 servers (2 web servers, 1 database server, 1 legacy Progress database server) 13 databases, 114 tables, 5.5 Gig of live data, 22 automatic database support jobs. 350 ASP pages, 8000 lines of code. 3 support applications, 200 lines of code. |
| Technology: | IIS 5.0 ASP SQL Server 7 and 2000 Progress Webspeed |
| Summary: | Eagle Publishing operates a number of book clubs providing new books at discount prices. There are a number of co-branded websites supporting three different book selling methodologies. The websites are e-commerce sites providing an extensive catalog of products, the capability to search and purchase books as well as participate in an online community. There are functions for checking the status of current and past orders, making payments and accepting or rejecting the currently selected book. The system operates as an n-tier application with separate layers for the user interface, the primary database as well as the corporate legacy database. Support functions automate the process of collecting new book information, updating inventory and alerting the system administrators in the case of errors or critical system events. One of the co-branded sites pulls data from a third party book distributor, allowing access to over a million books. Automated processes keep the local data synchronized with the distributor and manage orders and shipping status transactions. Due to extensive code reuse and system automation this system typically requires less than 5 hours of support per week. Code Gurus is the sole developer, database administrator and support source for the web site part of this project. Graphical design was contracted to a design firm and in-house support staff maintains legacy databases. |
| URLs: | http://www.conservativebookclub.com (Members only) http://www.nrbookservice.com http://www.forbesbooks.com |
| Reference: | Tom Kubala 202-216-0600 tkubala@eaglepub.com |

Screenshots:

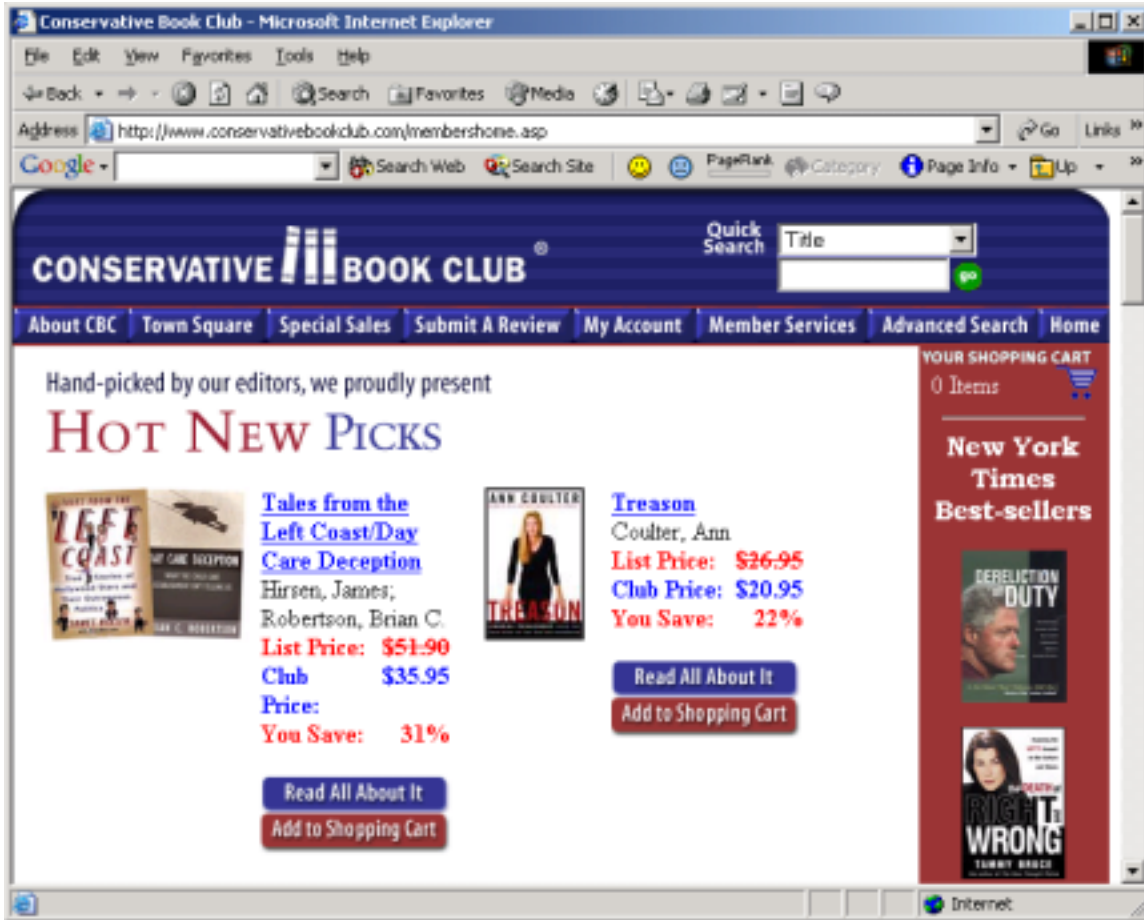


Figure 1: The main user screen.

Conservative Book Club - Microsoft Internet Explorer

Address: https://www.conservativebookclub.com/PersonalInfo/MyAccount.asp

Navigation: About CBC | Town Square | Special Sales | Submit A Review | **My Account** | Member Services | Advanced Search | Home

My Account

YOUR SHOPPING CART
0 Items

The information below reflects your account history.
If you have a question about any of the information displayed here, please go to our [Customer Service Department](#).

My Profile:

Name: Theresa Chubb
Billing Address:
6733 Gouthier Road
Falls Church, VA 22042
USA
Homeschool Division: N
To update any information, go to [My Profile](#).

Current Account Status:

Member Since: 04/01/01
Member Number: 306113475
Bonus Points Accumulated: 0
[View my Membership Agreement](#)
Remaining Purchase Obligation: 4
Current Amount Due: \$8.08
Current Main Selection Status: Main Selection not set up yet. Please check back soon.
To view the details of your main selection history, go to [Main Selection History](#).

Pay Now

Order History

| Order Date | Order Number | Order Amount | Amount Due | Pay Now |
|------------|---|--------------|------------|-------------------------------------|
| 07/15/03 | Featured selection sent. Offer was closed: 07/07/03 | \$ 37.73 | \$ 8.08 | |
| | Invoice Number 1 | \$ 37.73 | \$ 8.08 | <input checked="" type="checkbox"/> |
| 12/24/02 | Order Number: 4180955 (1 Invoices) | \$ 36.90 | \$ 0.00 | |

Figure 2: My Account - View status and pay outstanding invoices.

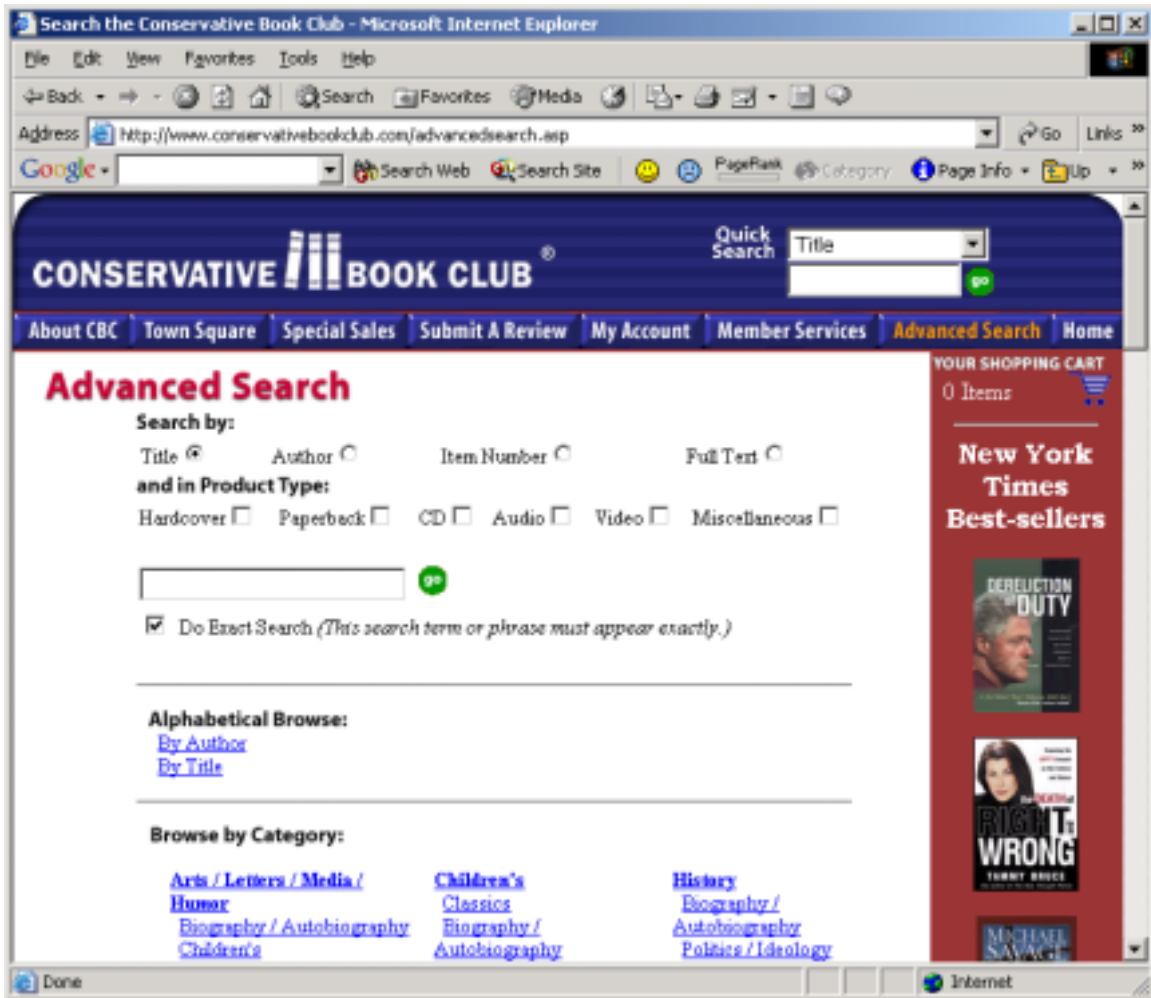


Figure 3: Search - Full text search and browse.

The screenshot shows a Microsoft Internet Explorer browser window displaying the Conservative Book Club website. The page features a navigation menu with links for 'About CBC', 'Town Square', 'Special Sales', 'Submit A Review', 'My Account', 'Member Services', 'Advanced Search', and 'Home'. The main content area is titled 'Special Sales' and includes an illustration of a piggy bank with money falling out. Below this, a 'Super Bargain' section describes the offer: 'You may order one SuperBargain book at this price for each non-sale book, or a prepackaged set of books, that you order. If you do not order enough regularly priced books, you will be charged the regular sales price for this book. The price you will be charged is shown in the shopping cart at all times. Sorry, but other sales books do not count toward the SuperBargain discounts.'

The featured book is 'Clarence Thomas: A Biography' by Thomas, Andrew Peyton (C5853). The pricing information is as follows:

| | |
|-----------------------------|--------------------|
| Retail Price: | \$29.95 |
| Regular Club Price: | \$23.95 |
| Special Sales Price: | \$7.95 |
| You save: | 73% |

An 'Add to Shopping Cart' button is located next to the book details. On the right side of the page, there is a 'New York Times Best-sellers' section with book covers for 'REBELLION OF DUTY', 'RIGHTLY WRONG', and 'MICHAEL SAVAGE: THE SAVAGE NATION'. A shopping cart icon indicates 0 items.

Figure 4: Special Sales - Complex sales logic for pricing.

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media Print Mail Print

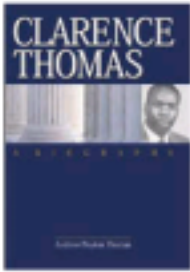
Address http://www.conservativebookclub.com/bookpage.asp?prod_cd=C5853 Go Links

Google Search Web Search Site PageRank Category Page Info Up

CONSERVATIVE BOOK CLUB Quick Search Title

About CBC Town Square Special Sales Submit A Review My Account Member Services Advanced Search Home

About This Book YOUR SHOPPING CART 0 Items



At last, a biography that does justice to a paragon of courage and champion of the Constitution: Clarence Thomas

[Printer Friendly Version](#)

List Price: \$29.95
Club Price: \$7.95
You Save: 73%
(This is a Super Bargain Special Sale)
[Add to Shopping Cart](#)

Clarence Thomas: A Biography
 Thomas, Andrew Peyton
 Item #: C5853
 Product Type: Hardcover
 Can buy with bonus points.

Pilloried by the black establishment, vilified by feminists, Clarence Thomas has endured more ridicule, disrespect, slander, and outright hate than most people experience in a lifetime -- for the crime of being a black conservative who's unafraid to tell the truth about modern liberalism. But at last comes a book worthy of the man! *Clarence Thomas: A Biography* is an honest, authoritative, meticulously researched look at one of the most controversial (and intensely private) figures of our time. Author Andrew Peyton Thomas (no relation to Justice Thomas) cuts through the media's lies and caricatures of Thomas to reveal a devout Christian, an original but deeply traditional thinker, and a solid family man -- a man who brings clear thinking, sound values, and faith in God to our nation's highest Court just when they're needed more than ever.

Internet

Figure 5: Book Page (Top)

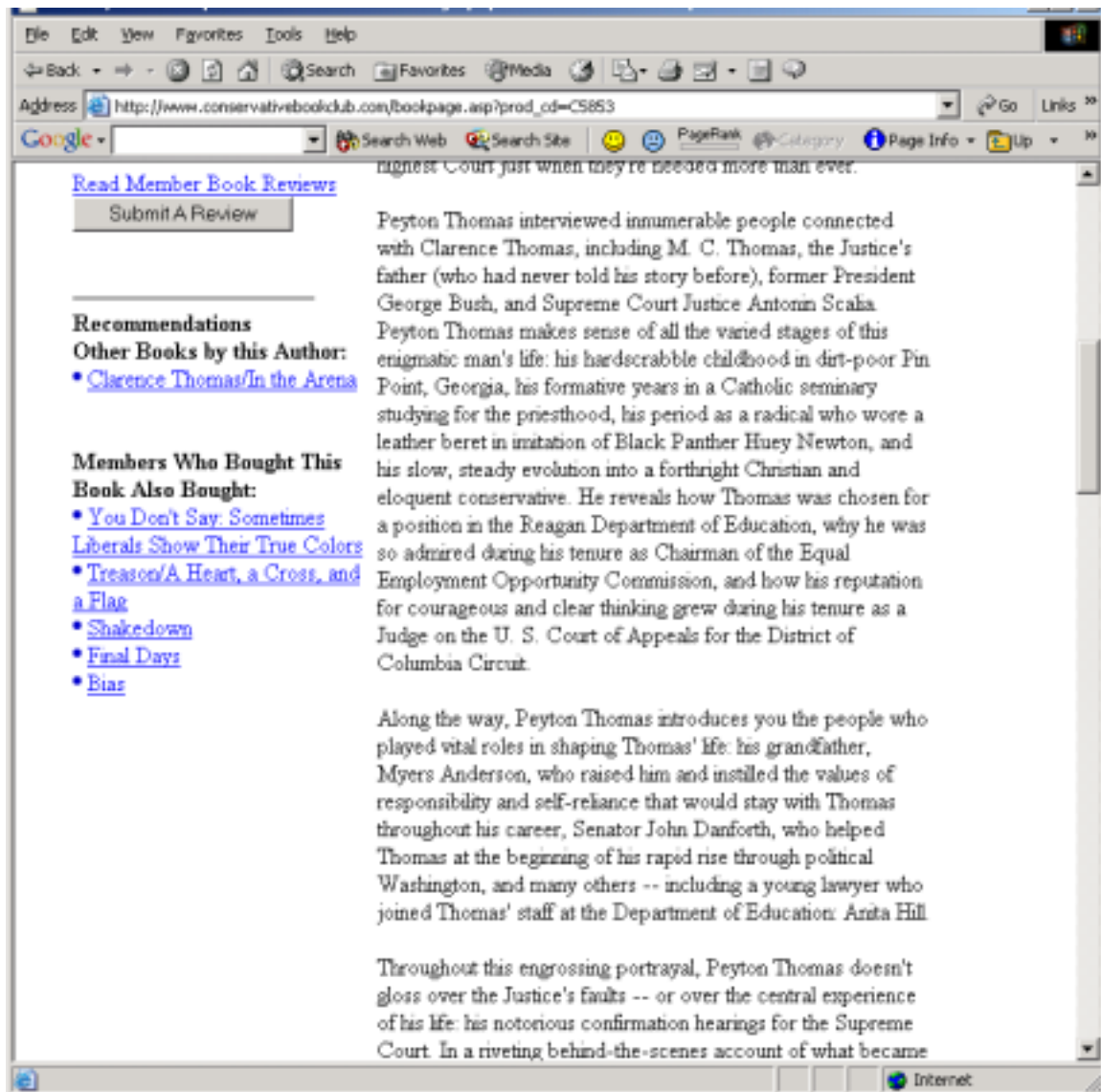


Figure 6: Book Page (Bottom)

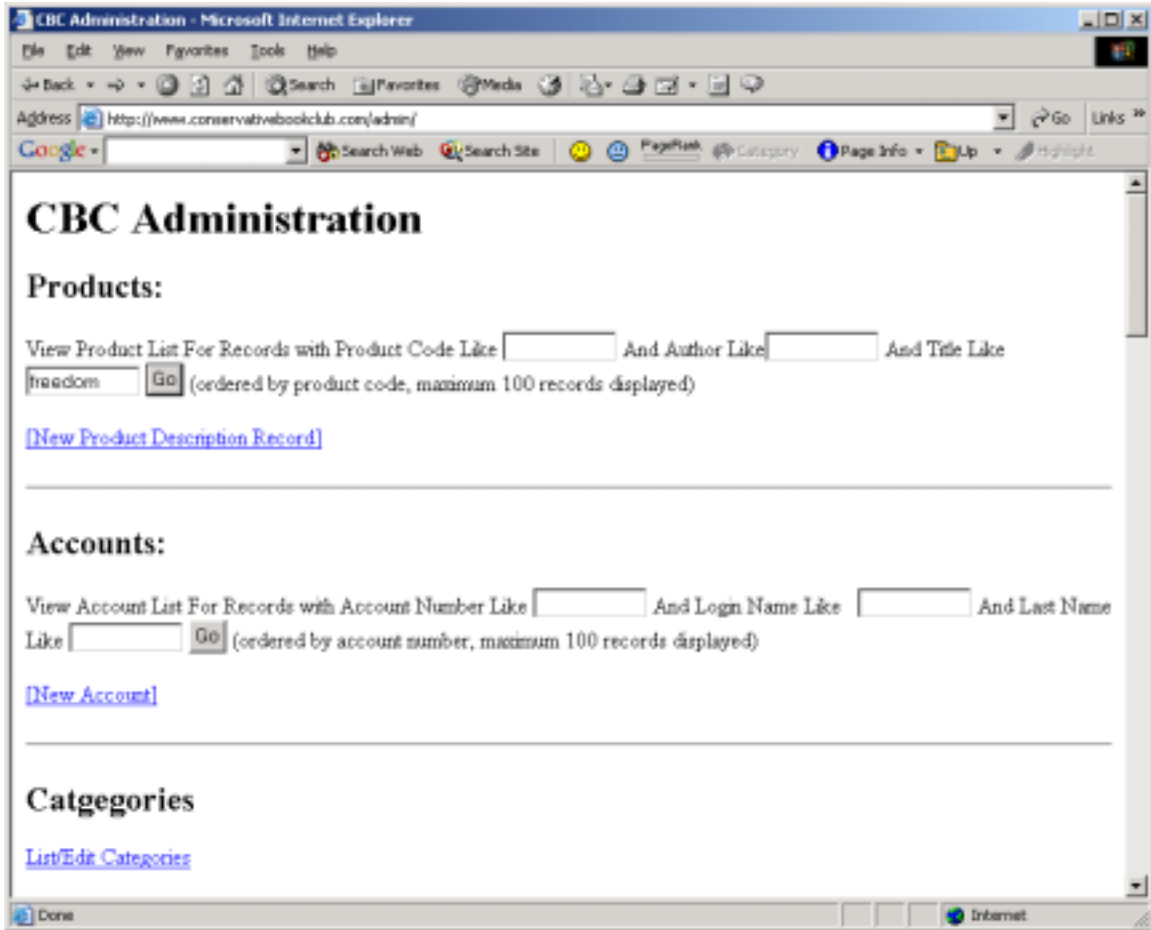


Figure 7: Administration Main Page (Top)

Hot Picks List - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.conservativebookclub.com/admin/edit_alternate_selections.asp

Hot Picks List

Program/Segment=cbc / a

NOTE: If there are more than one program and segment listed, each change will saved into all of the programs and segments listed above.

NOTE: Don't forget. If you change anything on a single line, you must SAVE that line before editing another line. The save button will only save changes on that line, and changes on other lines will be lost.

| Num | Start Date | End Date | Product Code | Show Order | Edit/Delete | Headline/Subhead (For non-CBC clubs) |
|-----|------------|----------|--------------|------------|-----------------------|---|
| 1) | 7/17/2003 | 8/6/2003 | c6308 | 2 | Save Delete cbc/a, | Add Headline |
| 2) | 7/17/2003 | 8/6/2003 | c6174 | 3 | Save Delete cbc/a, | A blistering exposé of liberal treachery Edit Headline Delete Headline |
| 3) | 7/17/2003 | 8/6/2003 | c6320 | 4 | Save Delete cbc/a, | Add Headline |
| 4) | 7/17/2003 | 8/6/2003 | c6311 | 5 | Save Delete cbc/a, | Add Headline |

Done Internet

Figure 8: Data Administration Page.



Figure 9: Online Community.



Figure 10: National Review Book Service, an example of one of the co-branded non-member sites.