

### The Client is an international Non-Profit education and technical organization

#### About Client

Our Client is an international not-for-profit educational and technical organization composed of more than 20,000 diverse members, including environmental, civil and chemical engineers, biologists, chemists, government officials, students, treatment plant managers and operators, lab analysts, and equipment manufacturers and distributors

#### Areas of Concern

- Establishment of an online community through an enhanced and personalized Web site
- Information to be profiled by interests and preferences
- Public and private chat rooms allow for increased sharing of information
- To garner information and create more targeted service offerings

#### Solution Implemented

As part of it's strategic initiatives, our client has interested in establishing an online community, enhancing and personalizing it's existing web site, and adding value for all it's members while increasing web hits and revenue opportunities through one-to-one marketing. Additionally, it wanted to establish an online community where visitors could have easy access to a variety of information and be profiled by interests and preferences.

To meet these business drivers, ConfiMinds developed an innovative, scalable web site with added features and functionality to improve the user experience.

ConfiMinds used the ATG Framework to deliver the profiling/personalization, communication, and e-Commerce components, and integrated a web crawler to identify other web information sources to be presented at each member's next visit based on the profile and areas of interest. Based on click stream technology and other personalization techniques, information about a visitor to the site is tracked so that specific content, marketing messages, and programs can be created according to what has been learned about individual users. In addition, members can now establish a virtual community by creating live public and private chat rooms and by participating in live moderated events.

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