

>> CASE STUDY

MAJOR LEAGUE BASEBALL/OFFICE OF THE COMMISSIONER Industry Meetings Portal



CLIENT OVERVIEW

It may be the national pastime, but Major League Baseball (MLB) is a big business. MLB runs the game of professional baseball and oversees 30 franchises in 28 cities. The league sets official rules, regulates team ownership, and collects licensing fees for merchandise.

CLIENT OBJECTIVE

Major League Baseball holds industry meetings twice a year at an off-site location for all teams, sports media and management executives to educate and grow the business of baseball. The meetings require tremendous planning and effort from a logistics perspective. Major League Baseball asked Glyphic to present a portal based system to handle all aspects of registration, housing, transportation, workshop facilitation, session registration and breakout session registration.

GLYPHIC SOLUTION

Glyphic designed and developed a series of custom portlets displayed on the Industry Meeting Portal to address Major League Baseball's needs.

THE INDUSTRY MEETINGS PORTAL IS COMPRISED OF FIVE

MAIN PORTLETS:

- Industry Meetings Agenda
- Industry Meetings My Sessions
- Industry Meetings Attendee List
- Industry Meetings Email Notification
- Industry Meetings Self Care

INDUSTRY MEETINGS AGENDA

This portlet allows the Industry Meeting Administrators to add/edit/delete MLB events that have been added to the agenda. The Administrator can load a proposed schedule and then refine as agenda is finalized enabling MLB to revise and propose any number of schedules and events.

The portlet also enables time blocks to be added and deleted under each event. Each session is given a session number which is displayed along with the session title in the Industry Meetings My Sessions portlet. When an administrator selects any event, all the time blocks under that event are displayed in the selection menu using AJAX technology.

Tools/Technologies

WebSphere Portal Server 6.0, WebSphere Application Server 6.0, Rational Application Developer 7.0, DB2, iSeries, JSTL, AJAX, Servlets, JSP.

INDUSTRY MEETINGS MY SESSIONS

This portlet allows MLB to list each registrant or users to view their individual schedule, sessions registered, times the sessions start and materials for each session. This portlet also allows users to view what sessions they have already signed up for and make changes to their personal registration of sessions. The breakout sessions are sorted by their timeslot and session numbers. The attendees can download and print out there materials for each session at this time.

Tools/Technologies

WebSphere Portal Server 6.0, WebSphere Application Server 6.0, Rational Application Developer 7.0, DB2, iSeries, JSTL, AJAX, Servlets, JSP.

INDUSTRY MEETINGS ATTENDEE LIST

This application was created to display the list of attendees who have registered for the Industry Meetings event. This application enables MLB to understand who is attending which events and sessions. The list can be printed out and exported into Excel sheet for further analysis allowing the Office of the Commissioner to understand where the teams and media feel further attention is needed and recognize potential trends in the marketplace. The list of users who register for the Industry Meetings groups are categorized as Industry Meetings Attendees after their registration request has been approved. Industry Meetings group and all the users under it is also stored in the LDAP to allow the application to retrieve all the Industry Meeting attendees from the LDAP and displays some of their attributes like Last Name, First Name, Club Name, Title.

Tools/Technologies

WebSphere Portal Server 6.0, WebSphere Application Server 6.0, Rational Application Developer 7.0, Tivoli Directory Server, JSTL, PUMA SPI, Servlets, JSP.

INDUSTRY MEETING EVENTS EMAIL NOTIFICATION

This portlet was created to handle session changes and cancelations. In cases where sessions or venues changes, the Industry Meeting administrators need to inform the registered attendees who have signed up for that particular session about the time/venue change. Glyphic designed this application to send an email to attendees of an event. This portlet was developed to optimize attendees' time while at the meetings and reduce frustration of trying to locate the right correct meeting room. Glyphic utilized AJAX to get the list of all sessions for a particular event. Individual or multiple sessions can be selected to get the email ids of the attendees of those sessions. Email can be sent using Outlook Express.

Tools/Technologies

WebSphere Portal Server 6.0, WebSphere Application Server 6.0, Rational Application Developer 7.0, DB2, iSeries, JSTL, AJAX, Servlets, JSP.

INDUSTRY MEETING SELF CARE

This application allows users to change their password and last name. Glyphic customized this application so that the other user attributes like job-title, organization, mobile number etc can be changed using this portlet as well. The original selfcare.war was deployed to the Industry Meeting Portal where Glyphic modified the JSPS using Rational Application Developer 7.0. Glyphic then redeployed the .war files after the changes were made.

Tools/Technologies

WebSphere Portal Server 6.0, WebSphere Application Server 6.0, Rational Application Developer 7.0, JSTL PUMA SPI, JSP.

TESTIMONIAL

"Glyphic are consummate professionals. They expect perfection from themselves and their employees. They are fiercely loyal to their customers and always put the clients best interests first. Devra, and her staff, have been a pleasure to work with." — Major League Baseball