# washingtonpost.com

## Provides job opportunities and personalized news

Industry: Media
Product(s): BEA WebLogic® Server
BEA Partners: Accenture, Open Market

## Summary

washingtonpost.com (WPNI) built a powerful new service called mywashingtonpost.com — where customers have interactive tools, content, and services personalized to fit their lifestyles — and a revenue-generating employment and recruitment site called WashingtonJobs.com.

## Problem: Need to build better customer relationships online and expose the breath of WPNI's content

Premier newspaper Web site needed to deploy reliable, personalized services that can scale up to handle millions of visitors.

## Solution: Personalization and integration with content management

Application server for integrating content management with personalized applications for mywashingtonpost.com and for deploying services for its recruitment site, WashingtonJobs.com.

## Results

- Revenues for employment site tripled (relative to 1999) and are expected to see double digit percentage growth in 2001.

- Page views have increased by 30%, enrollment of new employers is up 20%, and sales of direct job postings through the new Post-a-Job feature are up 50%.

- mywashingtonpost.com has driven more than 115,000 registrations, and helped to increase the average length of stay on the site.

- Deploying applications using BEA platform was less expensive, easier to administer, and allowed for a more tailored online environment than outsourcing.

## Benefits

- The infrastructure is scalable to handle peak loads — washingtonpost.com receives more than six million page views on a typical day, and WashingtonJobs.com offers tens of thousands of job listings and receives 10 million page views per month.

- Services are reliable and available.

- Content presentation and management is unified under a single extensible architecture.

- The deployment platform supports dynamic content, allows new capabilities to be deployed online rapidly, and provides an enriched, interactive reader experience.

**bea**™

## THE BUSINESS CHALLENGE

The *Washington Post* (WNPI) is recognized as America's most trusted source for everything in and about Washington, D.C. However, in the Internet age, media companies must adopt a new approach to creating content and serving consumers, according to Forrester Research.[1] At the same time, many online media companies are trying to move away from impression-based advertising to an audience based model and move deeper into the commerce revenue stream.

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## "The strength of [BEA's] Java implementation shortens delivery of new applications substantially and plays an important role in enabling us to provide a more personalized user experience."

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washingtonpost.com, the award-winning news, information and entertainment site, was interested in moving quickly to satisfy customers and create new revenue opportunities by offering new, personalized services. The company had depended on external service providers to introduce application enhancements and fixes, but now wanted to do development in-house with strong technical partners.

The goal was to develop a customized page called mywashingtonpost.com, where users have interactive tools, content, and services personalized to fit their lifestyle. The new service would be integrated with the existing content management system and integrate into WPNI's Java-based delivery architecture to better leverage washingtonpost.com's content assets, offer a dynamic user experience, provide interactive tools, and include a registration system to capture a variety of demographic information about washingtonpost.com users.

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## "WebLogic gives us the building blocks that accelerate the delivery of new applications, enable the presentation of dynamic content, lower administration and management costs, and integrate with our legacy systems."

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"We wanted to provide our local, national and international audience with the ability to customize and personalize their washingtonpost.com experience," said Eric Schvimmer, washingtonpost.com's vice president of technology. "By putting to work the personalization features of mywashingtonpost.com, users would be able to get all of the award-winning washingtonpost.com news and information they really care about in one easy-to-use Web page, and filter out what doesn't interest them. The highly personalized content ranges from horoscopes to customized news headlines to interactive resources for personal finance and local entertainment."

In addition, the company needed an employment and recruitment site that simplified and personalized the job hunting and recruiting process by delivering leading search and recruitment tools. Catering to the unique local needs of job seekers and employers, WashingtonJobs.com's goal was to offer tools to manage the job seeker through all phases of their career as well as provide recruiters with a simple, efficient and effective way to locate qualified job candidates.

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[1] Forrester Research, Oct. 10, 2001, by Charlene Li, Research Director for Media and Content Publishing.

BEA SUCCESS STORY
washingtonpost.com

## THE BUILT ON BEA™ SOLUTION

Accomplishing these objectives called for a fast-moving, technologically savvy partner, so WPNI chose Accenture, a BEA Partner to help washingtonpost.com develop and implement these products. Accenture assisted washingtonpost.com in designing, developing, and launching both sites — playing a key role in almost every aspect of the initiatives. Accenture worked closely with the client's development and product teams to identify the key functionality, and define the technology and application architecture. Accenture delivered value throughout the system development lifecycle and was responsible for development, testing, and deployment of the site.

washingtonpost.com typically receives more than 6 million page views per day. Since migrating these key systems onto BEA WebLogic Server, washingtonpost.com has had superior platform reliability, with nearly zero downtime, and more than sufficient scalability to handle peak traffic loads that reach into the tens of thousands of concurrent users. The mywashingtonpost.com page is accessible through a single sign-on, and content is based on personal profiles that each reader creates when registering for the service.

"BEA WebLogic Server is a strategic technology that played a critical role in these efforts. As our applications server platform, WebLogic gives us the building blocks that accelerate the delivery of new applications, enable the presentation of dynamic content, lower administration and management costs, and integrate with our legacy systems and third-party applications," said Schvimmer.

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## "The BEA platform has been a huge plus for us. It has allowed us to build systems with a functionality that we previously could not afford."

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To facilitate the delivery of personalized content, the BEA-powered service integrates with a content-management system from Open Market, a leader in content management and a BEA Star Partner.

The systems, as well as several smaller applications that are being implemented on BEA, are housed on a cluster of Sun Solaris servers, supported by a series of Oracle databases and iPlanet Web servers. Consultants from Accenture worked closely washingtonpost.com to deliver the new WashingtonJobs.com site in just six months — on time and within budget.

## THE RESULT

washingtonpost.com launched a new service that dramatically expands the ability of users to control their washingtonpost.com experience. Mywashingtonpost.com is a place for local and national users to get washingtonpost.com the way they want it. The new service lets people take control of the way news and information is presented, and have it delivered to them in a quick, easy-to-use format.

Since deployment, WashingtonJobs.com has become the region's most comprehensive employment resource for both job seekers and employers with tens of thousands of job listings and 10 million page views per month. It is a localized service that rivals the highly publicized national employment sites. Users can store multiple resumes, receive email alerts when appropriate jobs are posted, seek career and salary advice, and find information and tips specific to their professions.

Employers can choose from multiple advertising options, receive human resources and recruiting advice, receive email alerts when candidates respond to an advertisement, and search the site's extensive database of resumes. The BEA-based application is also designed to handle online payments via credit card and supports highly secure encryption of those transactions.

Revenues for WashingtonJobs.com have tripled (relative to 1999) and are expected to see double-digit percentage growth in 2001. Page views have increased by 30 percent, enrollment of new employer customers is up 20 percent, and sales of direct job postings through the new Post-a-Job feature are up

50 percent. The resume database product now has four times the total number of customers compared to the uptake on the resume product supported by the old site.

"The BEA platform has been a huge plus for us," said Schvimmer.  "It has allowed us to build systems with a functionality that we previously could not afford. But even more important than the cost, is the increased functionality that BEA provides.  The strength of its Java implementation shortens delivery of new applications substantially and plays an important role in enabling us to provide a more personalized user experience."

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