Washingtonpost.com

Industry:	Media
Product(s):	BEA WebLogic Server™
Project:	Provide online users of washingtonpost.com, one of the top news and information sites on the Web, with a personalized and customized Web page known as mywashingtonpost.com, as well as personalized and interactive tools for its job and recruitment site, WashingtonJobs.com
Why BEA:	BEA WebLogic Server's scalability, unsurpassed J2EE implementation and high availability make WebLogic an extremely reliable and easily managed platform to support dynamic content, bring new capabilities online rapidly, and provide an enriched, interactive reader experience.
Highlights:	Bringing the applications in-house and building them on BEA software was actually less expensive, easier to administer, and allowed for a more tailored online environment than outsourcing.

COMPANY BRIEF

Washingtonpost.com is an award-winning news, information and entertainment resource on the World Wide Web. Local, national and international users look to washingtonpost.com as the source of The Washington Post online. The site offers the day's Washington Post, continually updated news coverage, breaking stories and extensive original content, as well as a growing suite of cultural, community and commerce services that make it the definitive guide to Greater Washington. Washingtonpost.com is published by Washingtonpost.Newsweek Interactive, the new-media and electronic-publishing subsidiary of The Washington Post Company (NYSE:WPO).

BUSINESS CHALLENGE

The goal for washingtonpost.com was to develop a customized page called mywashingtonpost.com, where users have interactive tools, content, and services customized to fit their lifestyle needs and wants.

The new site would be personalized, integrate with the existing content management system 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.

The goal for washingtonpost.com was also to provide users with a employment and recruitment site that simplifies and personalizes 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 would 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.

BUILT ON BEA™ SOLUTION

"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."

"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.

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

WashingtonJobs.com is the region's most comprehensive employment resource for both job seekers and employers with over 30,000 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 128-bit encryption of those transactions.

Washingtonpost.com receives 4.7 million page views per day. Since migrating these key systems onto BEA WebLogic Server, washingtonpost.com has had superior platform reliability, with near zero downtime, and more than sufficient scalability to handle peak traffic loads that reach into the tens of thousands of concurrent users.

The two 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 8i databases and Netscape Web servers. Consultants from Accenture worked closely with washingtonpost.com's technology team to deliver both major systems on time and within budget.

"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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