



HostedDatabase.com
Web Hosted Applications and Databases for Business

Database Case Study: American Business Link, Inc.

Version 1.0: May 27, 2009

Presented by: Marketing Department

Case Study

Case Study for American Business Link, Inc. Web Database

Organization profile

American Business Link (ABL) offers a public searchable business directory service. The organization's website is found at www.americanbusinesslink.net. ABL uses a HostedDatabase.com web database to manage the business directory of companies from around the U.S. The directory is open to the public to search for businesses in such industries as auto repair, health services, gyms, loans & mortgages and hotels just to name a few.

VITAL STATISTICS:

- Searches per month – Hundreds
- Number of business listings in directory – 24,274
- Number of states represented in directory – 50
- Number of industries in directory – 3,309

Business situation

As a growing organization representing the needs of the national business community, ABL's website is an integral asset. The organization needed technology to allow it to readily maintain a sizable directory of businesses and make it simple for the public to search. In order to provide an easy to use directory of information, the organization needed a full-featured web database solution in order to cost-effectively add database functionality to their website. The main requirement was to allow users to search quickly and easily through its growing business directory. The organization also needed a back-end administrative tool to update and maintain their database.

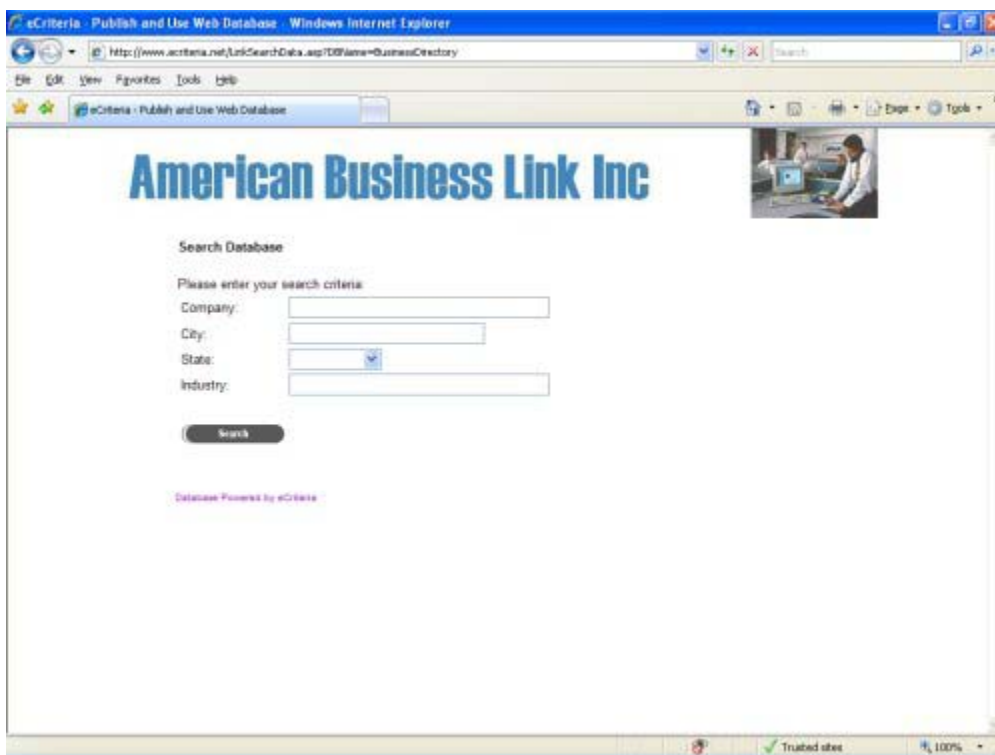
Technical situation

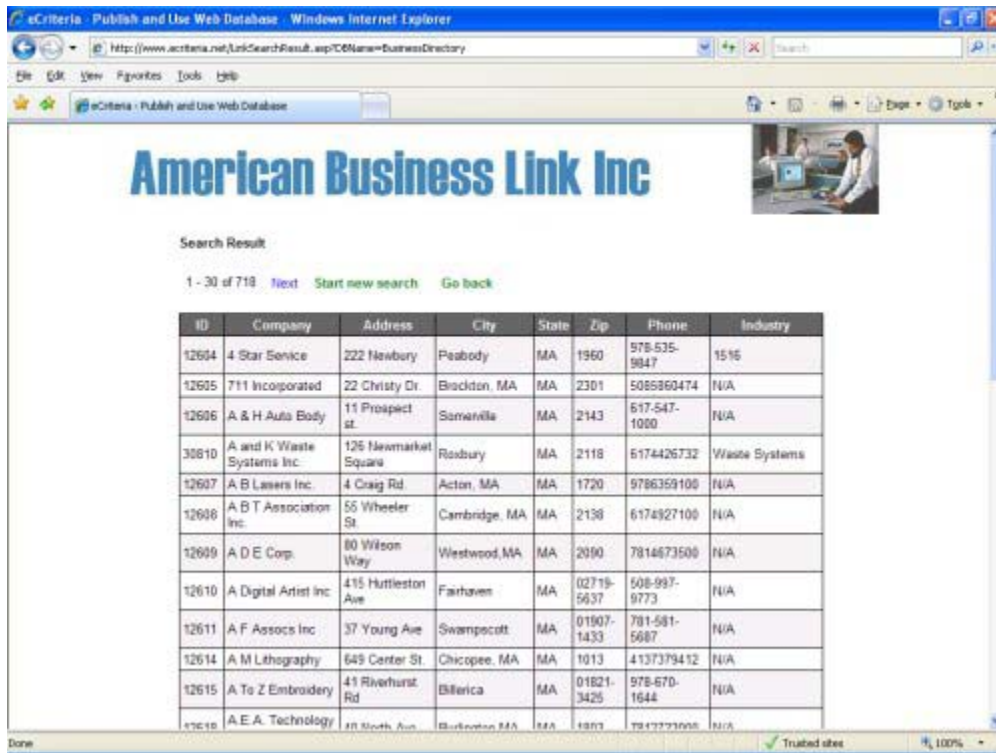
Faced with hiring a programmer to implement a custom web database, a web-hosted solution requiring no special programming was sought instead. ABL chose the HostedDatabase.com web database service for use on their website in part due to the fact that HostedDatabase.com web databases are 100% generic and are platform agnostic. This means HostedDatabase.com web databases can be added to any website, hosted on any platform. The interface is simple HTML that is automatically generated for customers of the service.

HostedDatabase.com was the industry's first *Database-as-a-Service* offering originally launched in 1999. The ABL web database allows users to search the business directory database using criteria such as company name, city, state, and industry.

Solution

The ABL web database is an example of a well integrated database-driven business directory where the data content is entered and stored by the organization and made available to the public so users can search the database. The searchable databases can be accessed by clicking the "Quick Search" link on the homepage of the site, filling in the criteria form, and then clicking the *Search* button. Search results are presented in a tabular view.





Benefits

ABL is reliant on their website that provides access to a public business directory implemented using HostedDatabase.com technology. By opting for a hosted database, the organization was quick to satisfy its requirements with a low-cost do-it-yourself solution. With a dynamic web database attached to a static website, the organization is able to efficiently administer the data content for its directory. Since HostedDatabase.com databases are compatible with any website hosting platform, there was no software to buy or install, no software updates to worry about and no server-side programming needed.

A custom programmed solution could have easily approached \$3,000 by using an independent consultant or web developer and the organization's return-on-investment was quickly demonstrated by holding down costs.

Account service level used

American Business Link uses the HostedDatabase.com Premium account service.

ACCOUNT DETAILS:

- Monthly subscription fee of \$19.95.
- Unlimited number of databases.
- Unlimited number of users may access the databases.
- Unlimited bandwidth for data transfer.
- Up to 10 MB of aggregate database storage space. Additional storage available for \$10 per month for an additional 10 MB, or \$18 per month for 20 MB.