



HostedDatabase.com
Web Hosted Applications and Databases for Business

Database Case Study: IMC Chicagoland

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Presented by: Marketing Department

Case Study

Case Study for IMC Chicagoland Web Database

Organization profile

IMC Chicagoland is the Chicago chapter of the Institute of Management Consultants, which provides certification, education, networking, and other professional resources to management consultants across the greater Chicago metropolitan area. The organization's website is found at **www.IMC-Chicagoland.org**. IMC Chicagoland uses a HostedDatabase.com web database to manage their membership directory which is openly available to the public to search for a Certified Management Consultant (CMC) for a possible business engagement.

VITAL STATISTICS:

- Searches per month – Hundreds
- Number of members in directory – 121

Business situation

As a busy chapter of a national business organization, IMC Chicagoland's primary asset is its membership of management consultants. The organization needed technology to allow it to readily maintain a directory of members and make it simple for the public to search for qualified consultants. In order to provide an easy to use directory of member information, the organization needed a full-featured web database solution in order to cost-effectively add database functionality to their static website. The main requirement was to allow users to search quickly and easily through a growing membership directory. The organization also needed a back-end administrative tool to update and maintain their database.

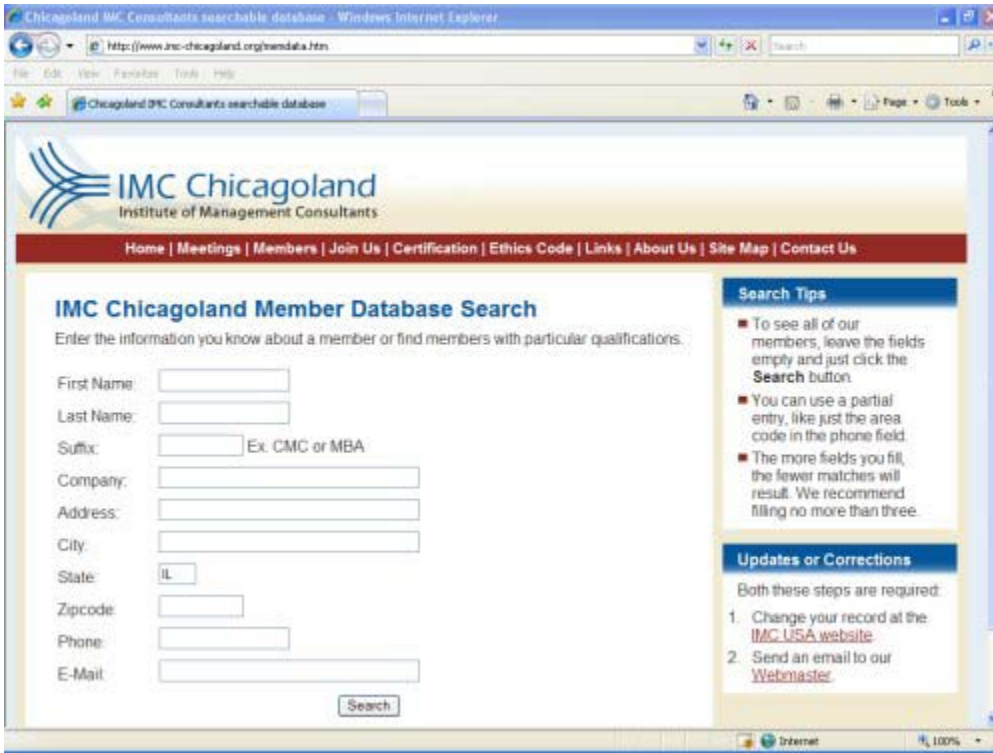
Technical situation

The IMC Chicagoland website is a static HTML site with no database functionality. Faced with hiring a programmer to implement a custom web database, a web-hosted solution requiring no special programming was sought instead. IMC Chicagoland 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 IMC Chicagoland web database allows users to search the membership database using a number of different criteria such as name, company, address, phone, or e-mail address.

Solution

The IMC Chicagoland web database is a great example of a database-driven membership 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 database can be used by clicking on the "database search" link on the Member Directory page of the site, entering selection criteria and then clicking on the *Search* button. Search results are presented in a summary view, where users can click on the *View Record* button next to each entry in order to see the complete information. Searchable membership directories are one of the most common applications of HostedDatabase.com technology.



Benefits

IMC Chicagoland is reliant on their website that provides a public web database 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 membership 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

IMC Chicagoland 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.