



HostedDatabase.com
Web Hosted Applications and Databases for Business

Database Case Study: Photo Enforced

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Presented by: Marketing Department

Case Study

Case Study for Photo Enforced Web Database

Company profile

Photo Enforced operates the website **www.PhotoEnforced.com** that provides public service data content to the general public. Photo Enforced uses a HostedDatabase.com web database to keep track of thousands of photo enforced intersections in different cities around the country. This site allows people living in different states to post street intersections that are photo-enforced, i.e. traffic cameras are installed to record violators.

VITAL STATISTICS:

- Transactions per month – 24,854
- Photo Enforced intersections submitted – 6,297

Business situation

As a small, web-based business, the Photo Enforced website is the focal point of the company. In order to provide an easy to use repository of photo enforced intersection information, the company 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 quickly and easily search through a growing collection of photo enforced data. The company also needed a back-end administrative tool to update and maintain their database. Since anyone can contribute to the web database, care is taken to insure only appropriate data is stored.

Technical situation

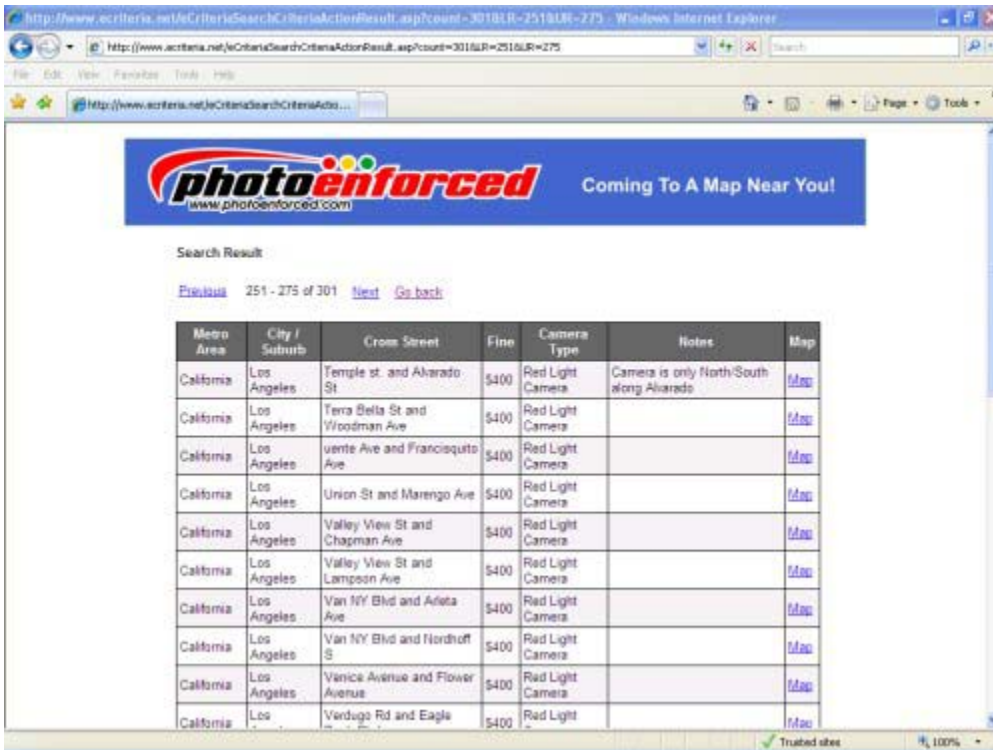
The PhotoEnforced.com website is hosted with Homestead.com, a popular provider of template-based websites for small businesses. The problem was that no database functionality is available from Homestead, so the company was faced with moving the site to another provider that offered databases and then hiring a programmer to implement a custom web database. Instead, Photo Enforced chose the HostedDatabase.com web database service for their website so they could continue to host with Homestead. 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.

HostedDatabase.com was the industry's first *Database-as-a-Service* offering originally launched in 1999. The Photo Enforced web database allows users to add new data using a simple web data entry form. Once entered, the data becomes immediately available to users without any web design or HTML changes.

Solution

PhotoEnforced.com is a great example of a “web database community” site where the data content is actually supplied by the users of the site, and where the users can also search the database. The searchable database can be used by entering selection criteria: camera type, state and city on the homepage and then clicking on the *Search for Cameras* button. Users can also click the *Submit New* link to enter new photo enforced information.

Jeff Cohn, owner of Photo Enforced, set up the database himself and says “Since 1999, we have been a very happy customer of HostedDatabase.com, who was one of the earliest innovators of the hosted database service. HostedDatabase.com has enabled us to build our web sites DeadCellZones.com and PhotoEnforced.com into becoming nationally recognized brands. Both of our crowd sourced databases have scaled with increased demand and have received well over a million searches without a single outage or customer complaint.”



Benefits

The Photo Enforced business is reliant on their website that provides a public web database implemented using HostedDatabase.com technology. By opting for a hosted database, the

company was quick to market with a low-cost do-it-yourself solution. With a dynamic web database attached to a static website, the company is able to quickly administer the data content as it is submitted by users. 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 \$5,000 by using an independent consultant or web developer and the company's return-on-investment is quickly demonstrated by holding down costs.

Account service level used

Photo Enforced uses the HostedDatabase.com Enterprise account service.

ACCOUNT DETAILS:

- Monthly subscription fee of \$39.95.
- 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.