



HostedDatabase.com
Web Hosted Applications and Databases for Business

Case Study: Romance Scams

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Presented by: Marketing Department

Case Study

Case Study for Romance Scams Web Database

Company profile

The mission of RomanceScams.org, a non-profit information and advocacy organization, is to create public awareness, provide accurate information and expertise to assist in the successful demise of online romance scams and help people learn, heal, and experience a safe online environment. The organization reports the scams frequently seen on television news shows where unscrupulous people prey upon those looking for romance online. The primary feature of the website is a searchable web database of reported scams.

VITAL STATISTICS:

- Current membership – 12,446
- Scammers reported – 10,018
- Pictures submitted – 5,153

Business situation

As a small, web-based business, the RomanceScams website is the focal point of the company. In order to provide an easy to use repository of scam 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 scam data. The company also needed a back-end administrative site to update and maintain their database.

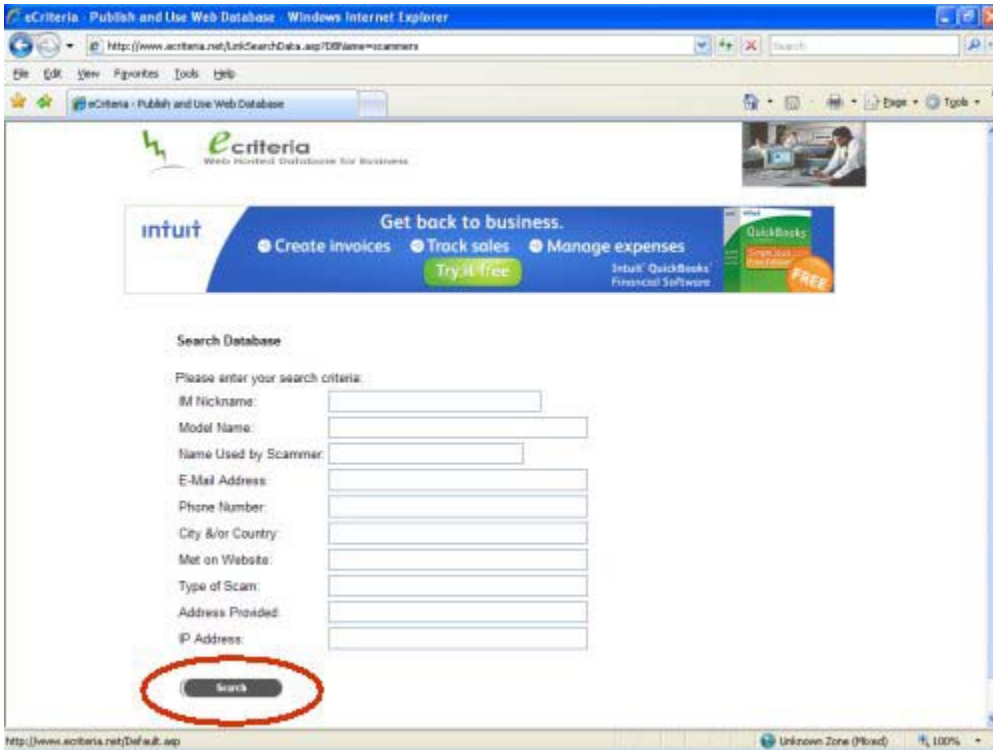
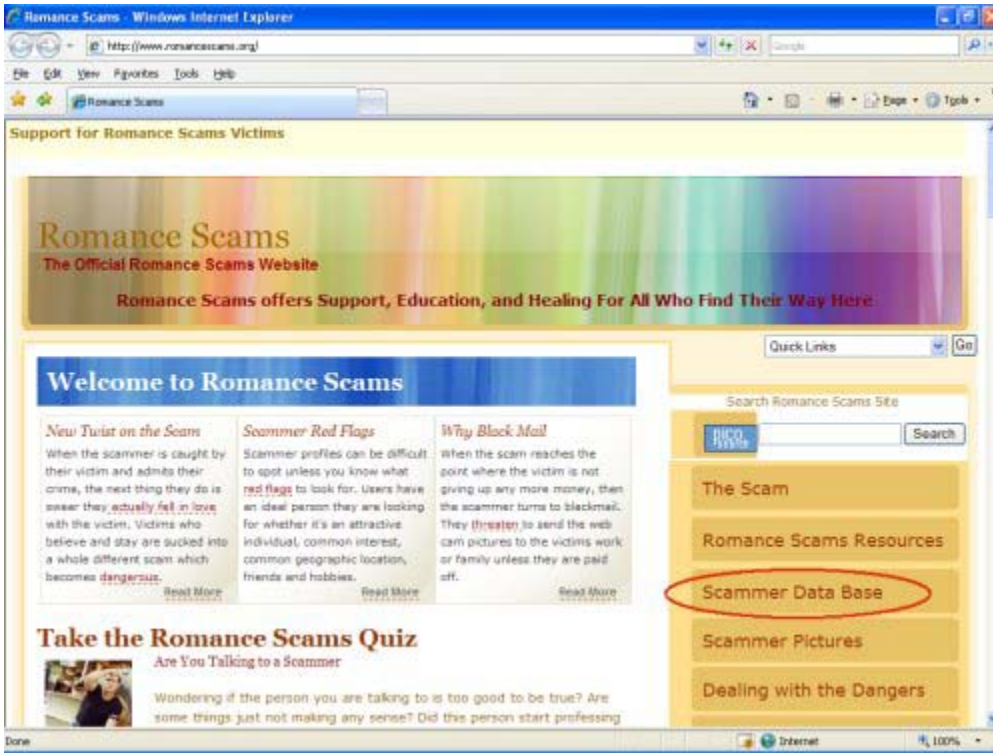
Technical situation

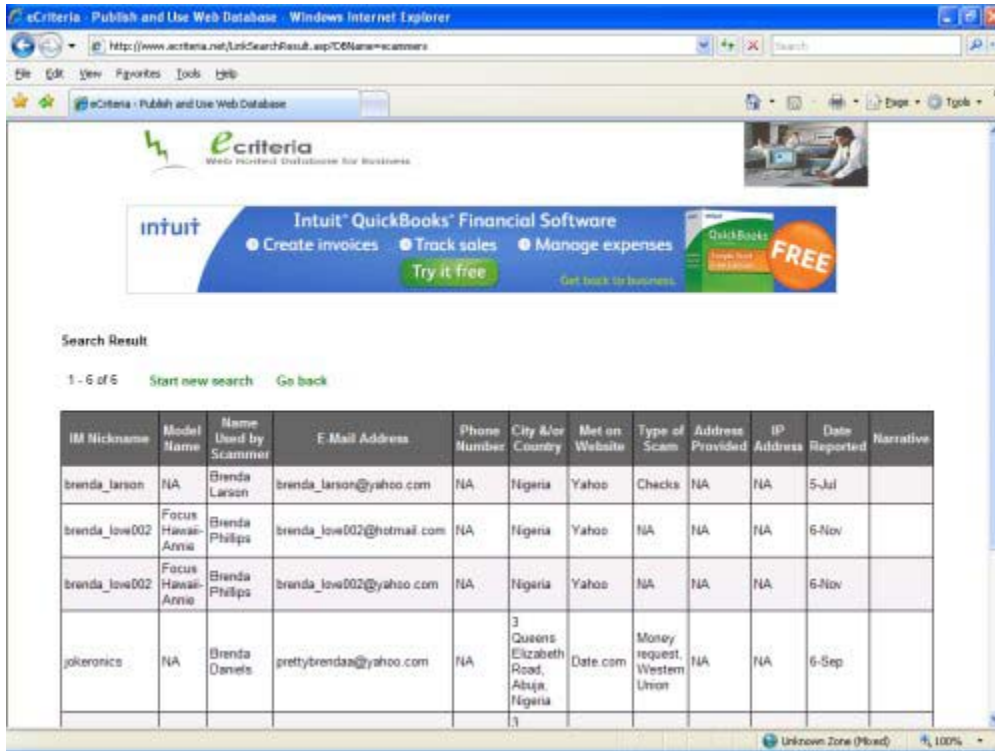
After evaluating several services, RomanceScams chose the HostedDatabase.com web database service for their website. HostedDatabase.com was the industry's first *Database-as-a-Service* offering originally launched in 1999. The RomanceScams web database allows the staff to add new scam data using an easy-to-use data maintenance tool available in the HostedDatabase.com Control Panel. Once entered, the data becomes immediately available to users without any web design or HTML changes.

Solution

The searchable web database can be accessed by clicking on the *Scammer Database* link on the RomanceScams homepage found at www.RomanceScams.org. The user then sees a selection criteria page containing data fields that can be used to search for scams – e-mail address, type of scam, name, etc. All matching scam records are then displayed to the user on the search results page.

Linda Burke, peer counselor/moderator of Romance Scams, set up the database herself and says "HostedDatabase.com is amazingly easy to use and I can easily access my database through the HostedDatabase.com Control Panel tools. Your service is an easy solution for all businesses."





Benefits

The RomanceScams business is centered 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

RomanceScams uses the HostedDatabase.com Standard account service.

ACCOUNT DETAILS:

- Monthly subscription fee of \$4.95.
- Unlimited number of databases.
- Unlimited number of users may access the databases.
- Unlimited bandwidth for data transfer.
- Up to 2.5 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.