



itechWorks
the web professionals

cmsWorks used for the
sports-portal
SPOX.com

Case Study – August 2008
updated February 2010

The Company

SPOX.com is the sports-portal of the next Internet generation. Since September 2007 it was the goal to deliver the maximum service to its users: Comprising an unconventional presenting, an innovative community, a smart concept of interactivity, a completely new eMagazine, persuasive content of a versed editorial department and premium partnerships.

Passion, captivation, emotion – with these keywords of the world of sports SPOX.com attracts visitors. An experienced team of producers changes the pages nearly on a daily basis to fit new needs for actual sport events and to reflect experiences collected from the behavior of the users.



The technical solution's name confronted with this challenge is cmsWorks by itechWorks.

The Mission

The founders of SPOX.com ordered the services of itechWorks straight from the beginning of the planning period in early 2007. itechWorks took control over the technical leadership, planned the technical infrastructure, chose an Internet provider and monitored the installation of all technical issues.



The strategic and technical demands and expectations of the well experienced SPOX.com founders were high. The new sports-portal not only should convince with a new design and fresh content, but should also contain yet unseen interactive web 2.0 elements.

In the past many editors of SPOX.com worked with even the most expensive content management systems (CMS) and had been disenchanted. So the expectations on the new CMS in terms of speed, comfort and automation features were high. The editors expected a powerful tool that allowed them to focus on content creation rather than the technology behind it.

Another vital issue was the support of all current advertisement formats and the possibility to distribute/syndicate content over free definable channels to customers and partners.

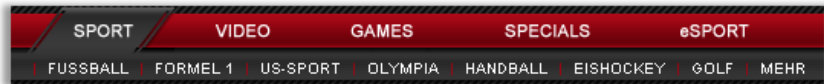


SPOX.com's business-success depends on this technical solution. So the system had to be fast, highly available, customizable and future-proven.

The Solution: cmsWorks

In the beginning itechWorks developed a new system to work in categories and a document type model – both fitting the special needs of a sports-portal. Then the page-design for the new look were implemented. Elements on the page are now freely combinable and the same content can be used in multiple places.

Every category has its own properties such as a specialized right column, color set, polls, statistic measurement algorithms and navigation. Similarities of categories can be defined in a central manner. The syndication of content and special advertisement formats are managed with the help of categories, too.



This all can be configured and managed using the cmsWorks desktop without the need of a deeper technical knowledge. Exceptions and extensions can be realized in a simple form so that the well-structured approach keeps flexible enough for changes later on.

Web 2.0 Stands For Interaction And Integration

Aside from the needed strength in editorial content the user community is an important cornerstone of the success of SPOX.com. So the community software of worldweb (www.worldweb.de) was integrated into cmsWorks. Though the decision for a third-party-module was done by SPOX.com, it was the responsibility of cmsWorks to integrate community and editorial content in a “blurring” way. So it is possible to include comments and community postings into the editorial part of the portal and editorial content into the community. Producers and editors manage and control the appearance of many content parts from both worlds with the same cmsWorks user interface they

write their articles in. This all is done with a single sign-on for the users of the portal.

Beside the integration of the community, additional content partners were integrated in quite the same way, among them are the data delivery services of HEIM:SPIEL or sports-bets from bwin.com.

The Core Business: Advertisement and Syndication

cmsWorks ships with an integrated module to support advertisement-servers. That way it is possible to control and different advertisement formats elegantly. Many parameters determine ad formats and placements.

The configuration is done using the cmsWorks desktop in a structured, object-oriented manner. Extensive changes concerning ad-tags as they often occur in real life are simply done by changing one line and the system propagates the changes through the whole site.



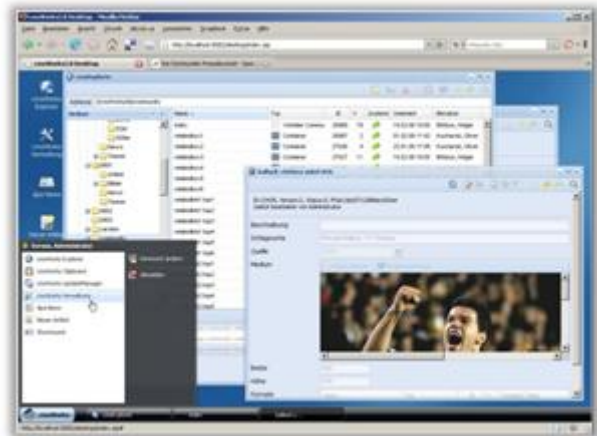
The stringent detachment of content and its representation makes it possible to re-use content in a simple manner, on-page and off-page.

This way SPOX.com not only delivers RSS, widgets and mobile-phone-solutions of their own, but also syndicates sports-news to their content-customers in a matter of seconds.

Powerful User Interface For Editors And Producers / Productives

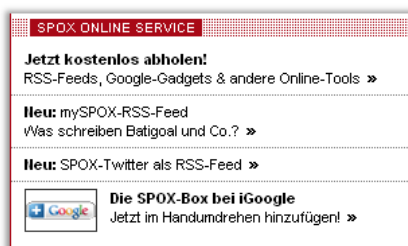
A vital criterion for the overall success of the new content management system for SPOX.com was its acceptance from the editorial, advertisement and producing departments. In fact the web-based cmsWorks desktop passed the critical tests of the staff and became very popular.

Convenient plug-ins, the news-agency importer or the built-in scaling of pictures lowers the work for all members. The workgroup extension for fast internal communication and the elegant drag-and-drop-functionalities reduces the time to create and link content by up to 80% on a daily-work-base. Spelling tools, declarative icons and (meaningful) responses from the system greatly help to eliminate errors. Even comprehensive changes to the website can be done by SPOX technicians themselves.



The Technology: Fast, Flexible, Open

Specialized caching-mechanisms do not only guarantee an exceptional performance while delivering the pages, they also monitor the server-systems, so that the portal stays online in case of planned and unplanned interruptions. SPOX.com is always-on - a relieve especially for affiliate partners and advertisers.



cmsWorks itself is programmed using the industry standardized programming eco-system Java and runs as a scalable service-family on an application server shipped with the product. The pages themselves are programmed

using Java Server Pages (JSP) and Java Server Faces (JSF).

These standards allow third-party development and maintenance by partners and the in-house IT department. Interfaces from and to cmsWorks and the application server are widely disclosed and documented, and so are the used APIs and frameworks. Server-side Content Scripting makes it possible to rapidly develop additional functions and workflows.

With cmsWorks SPOX.com holds a highly productive, reliable and future-proof solution.

To Give Our Customer A Voice:

“itechWorks was – from the beginning – our most important technical consultant and IT service provider. The modalities how they fulfill their daily work are highly professional and efficient, we can rely a hundred percent on itechWorks. This is a great help for us. The content management system cmsWorks is flexible and powerful enough to support all our strategic decisions, though the total costs are considerably lower than with solutions of comparable competitors. I recommend itechWorks and cmsWorks without any reservations.”



Dr. Ph. Rüdiger Schulze, executive manager.

“cmsWorks is the best CMS I ever could work with. And I worked with many systems until now. It is fast and reliable; our editors can cope with it easily. The training on-the-job to learn the system just takes a few minutes in most cases.”

Alexander Marx, head of editorial department.

Project-Data

Web address	www.spoX.com
cmsWorks	3.0
Additional software	
itechWorks solutions	topasWorks, cacheWorks
Database	MySQL
Community	worldweb
Data service	heim:spiel
Other	Linux CentOS (RedHat), Java, Apache
Number of server systems	
CMS	1 Apache (URL Filtering), 2 Caching, 2 CMS, 2 DB
Community	1 Apache (URL Filtering), 3 Community, 2 DB
Data service	1 Apache (URL Filtering), 1 Caching, 1 heim:spiel Engine, 1 DB
Number of documents	about 61,000 articles, about. 190,000 images (February 2010)
Highest version number	11,145 (home page on 25.2.2010)
Pageimpressions	61 millions / month (IVW 01/2010), peaks exceeding 5,000 / minute
Editors in staff	about 25
Implementation	SPOX.com (functional), itechWorks (technical)
Time for implementation	2.5 months, about 10 man-months
Webdesign	Plan.Net Agenturgruppe für interaktive Kommunikation