

FILNET CASE STUDY

APCO Worldwide**.NET Application for XML News Feeds**

CLIENT	 APCO Worldwide
PROJECT	.NET Application for XML News Feeds
WEBSITE	http://www.apcoworldwide.com/
TECHNOLOGY	C#, .NET
DURATION	05.2005 – 07.2005

Overview

APCO Worldwide is an independently owned global communication consultancy with offices in major cities throughout the Americas, Europe, the Middle East, Africa and Asia. APCO was named 2006 Agency of the Year by PR Week, 2006 and 2005 European Consultancy of the Year by Public Affairs News and 2004 Public Affairs Agency of the Year by The Holmes Report. APCO required programming and consultant services to support a news feed system. This system receives news feeds from a variety of providers and then propagates the feeds to a variety of databases within APCO's network. The second phase of the project involved developing an interface to manage the news feed application and logging.

Challenge

APCO had an urgent need for .Net programming support for a system to manage news publication feeds after a previous vendor had failed to develop the system. These news publications are in an XML format and they are different for each of the companies with which they have an account. APCO downloads these news publications from various companies and put it into one standardized XML format. Then they forward this standardized XML document to a company called **Custom Scoop**, which allow them to view all the metrics and info from the standardized XML document in a web interface written in Coldfusion. They call this system DV (**Digital Vigilance**). Since Filnet was taking over for a vendor removed from the project, the project timelines were extremely tight and required a rapid development environment.

Solution

Filnet developed Windows-based solution in C# to allow APCO to propagate internal databases with news feed information from various news feed sources. This .Net application was written to take the feeds from a variety of sources and formats and to convert the data into a format consistent with APCO's internal database schemas. The application converts all the feeds into a standard XML document, which is then loaded into the various data sources. All the data is then forwarded to avendor (Custom Scoop) that allows them to view metrics.

Phase 2 of the application involved Filnet writing web interfaces in C# to allow APCO to manage and view services—includes log and error information. This web interface is intuitive and designed for non-technical analysts and managers to review information and manage the system.

Results

The .Net solution developed by Filnet has exceeded APCO's expectations. The system was delivered on-time and within budget and was immediately integrated into the APCO internal network. The system provides information not only to APCO staff but is syndicated to numerous clients as well. APCO has begun to develop plans for a major extension and enhancements of the system.