



Delivering Conference Centre Website Solutions

“Web sites have the most value when they are simple for the editorial team to manage, whilst still delivering sophisticated information to the public, quickly and elegantly. The Brighton Centre website achieves this balance perfectly. It is content management at its very best.”

Adrian Bleach
Managing Director
Dataline Software

Events Manager, Penny Parker is looking forward to people's reaction to the new website. Penny states, "The team obviously worked very hard on our new website. We're very pleased with the results and look forward to working with Dataline as we continue to expand it."

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ORGANIZATION PROFILE The Brighton Centre and The Hove Centre form one of the largest conference and entertainment facilities in the South of England, with a varied program of concerts, major conferences, trade exhibitions and public events staged all year round. The Brighton Centre plays host to some of the world's most famous acts, including Kylie Minogue, Bryan Adams and the Pet Shop Boys.

Dataline Software (www.dataline.co.uk) has been delivering information technology solutions to businesses of all sizes for nearly 20 years, and specializes in the areas of Internet, e-commerce, SQL database and network technologies. The company provides consultancy, training, system implementation, application development and technical support to a wide and varied client base in the UK.

PROBLEM The core business of this busy venue on the South coast of England is the hosting of corporate and entertainment events. It has no IT department and event managers have no database administration skills. The requirement was for editorial staff to be able to create and update listings information without complex web authoring or database administration skills.

SOLUTION SQLBase is the perfect solution for database driven content management where minimal database administration is a must. SQLBase offers low cost, DBA-free, 24 x 7 reliability.

BENEFITS

- Zero database administration.
- Easy to install.
- Easy to integrate into Web development systems.
- High reliability.

HIGHLIGHTS The application for the UK based Brighton Conference Centre was written by Dataline Software and offers up-to date listings of concerts, sports and exhibitions with the option

to book and purchase tickets online. In addition, editorial comment can be added up to a year in advance with a publication date – enabling the site to update itself automatically.

The solution is simple to manage yet delivers sophisticated dynamic information to the public. A scalable, load balanced and fault tolerant website has been produced using SQLBase server and Dataline Software's net.db middleware.

Dataline chose SQLBase as the database for this project because of its ease of administration and proven reliability.

To guarantee a successful solution, it was critical for the database powering the website to be easy to maintain and operate. The end-users of the content management system (event managers and editorial staff) do not have any database administration know-how. Easy installation was important since no technical experts are available at the customer site. Finally the integration of the database into the web application development system, in this case Dataline's own net.db, needed to be easy and standards based.

SQLBase offered a solution to all requirements that Dataline had regarding the database for the content management solution. Most important for the content management solution was that the database would run reliably and with minimal maintenance.

SQLBase is renowned for offering maintenance and trouble free operations. The easy installation of SQLBase makes it very easy to deploy vertical solutions at customer sites where no to very little database know-how is present. Net.db the development system from Dataline needed easy standards based access to the database. SQLBase offers ODBC, OLE DB and JDBC interfaces to be able to interact with any development environment in a standards based way.

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