



R.B. Zack & Associates, Inc.

Case Study: Star World 2002 Sailing Regatta Goes Online

Challenge: Dynamic Website Needed for Heavy Traffic, Vast Amount of Information

The California Yacht Club (CYC) needed a dynamic website to effectively share the Star World 2002 sailing regatta with a global audience. Star World is the finals for the hotly contested Star sailing class, which attracts participants from around the world. The results of this regatta have far-reaching implications, deciding which countries qualify for the Olympics.

The site needed to organize a vast amount of information and to withstand heavy web traffic. The CYC staff needed to be able to update the content on a continual basis.

Solution: Gold Medal-worthy Site for Global Audience

RBZ&A first designed a SQL Server database solution and web-control application that CYC staff used to maintain the database and upload images and videos. Then RBZ&A built a data-driven website, which pulls fresh content from the database. The website allows for almost real-time updating and made popular features such as online race commentary possible. The entire project was completed within the agreed upon budget and timeframe.

"We were concerned that we couldn't get the quality site that we wanted for our budget. RBZ&A really went the extra mile for us without going over budget and turned out a site that we are proud of. I would work with them again in a heartbeat."

- Alex Benson – General Chairman, Star World 2002 Championship Regatta

"Let me congratulate you on the excellent live broadcast for Star World! I'm now glued to the computer for the fourth night. (I'm in Sweden, so it's 11 p.m. here.) Fantastic! Keep up the good work!"

- Johan Gradén – Sweden

"Great interviews on the Star Worlds site. This is exactly what we need to do for our sport."

- Tyler Bjorn – Performance Sailcraft 2000

Results

- Timely updating of massive amounts of data
- Site can be maintained by non-technical staff
- Special features, including online commentary
- Application adds credibility and exposure to competitive sailing

Technologies Used

- MS SQL Server
- Internet Information Server
- Active Server Pages
- HTML / DHTML / JavaScript
- CSS

For more information, contact us today at sales@rbza.com or 310.303.3320.