VIZURI HELPS AMERICAN PSYCHOLOGICAL ASSOCIATION WITH AN INNOVATIVE WEB SITE RELAUNCH WITH RED HAT AND JBOSS SOLUTIONS

FAST FACTS

Customer	American Psychological Association (APA)
Geography	North America
Software	JBoss Enterprise Middleware, including JBoss Enterprise Portal Platform, JBoss Enterprise Application Platform including; JBoss Seam, JBoss Cache, JBoss Messaging, JBoss Clustering; Red Hat Enterprise Linux; RightAccess; RightCommerce; Tridion; jQuery; Yahoo User Interface
Benefits	Relaunched flagship website, http://www.apa.org, with a cost-effective open source solution architecture and the ability to leverage existing applications; provided a unified, secure, and scalable platform to the 148,000 members who can now more easily gain and share knowledge with their peers

AMERICAN PSYCHOLOGICAL ASSOCIATION

BACKGROUND

Based in Washington, D.C., the American Psychological Association (APA) is a scientific and professional organization that represents psychology in the United States. With 148,000 members, APA is the largest association of psychologists worldwide, publishing 53 journals and approximately 65 books each year. The mission of the APA is to advance the creation, communication and application of psychological knowledge to benefit society and improve people's lives. The APA website is one of the primary means of communication and knowledge distribution within the APA community.

BUSINESS CHALLENGE

The APA's flagship website, APA.org, is a primary means of communication and collaboration among the organization's members and to the general public. An internal audit revealed that the APA's web presence was not achieving its full potential. The entire site was built on a homegrown content management and e-commerce system that was over ten years old and integrated many diverse legacy technologies limiting APA's ability to quickly and efficiently add new features.

With over 500,000 unique users, APA.org needed more intuitive features, better support for the organization's activities, enhanced availability of psychological information to the public and members, and more customized E-commerce opportunities and options. The new APA.org also needed search capabilities, identity and content management of the 500,000 members/users, and a more personalized member experience for MyAPA.org visitors.

Another challenge facing the APA, due to the age of their site backbone and the needs of their membership, was the issue of user authorization and authentication. With the current platform, APA members are no longer required to log in multiple times when trying to access various applications across the APA.org domain. Legacy applications are now streamlined with a single sign-on approach for user authorization and authentication.

"The goal of the new website was to provide a simple and easy-to-use Web portal for our members and the public without sacrificing needed capabilities and user security," said Beverly Jamison, Director of ITS Publishing Solutions with the APA. "As a result, we needed whatever solution we selected to be highly flexible in regards to user size and features, as well as provide seamless integration with our existing legacy systems and support a streamlined user authorization process."

SOLUTION

With these requirements in mind, the APA decided to examine all available solutions in the marketplace, but wanted to place an emphasis on keeping the new website in line with open source technology. The APA has long been a proponent and user of open source technology and understands the inherent value in the unique development model.

"Our flagship commercial application on the publishing side of the organization runs on Red Hat Enterprise Linux and we've had an established relationship with Red Hat for almost six years," continued Jamison. "Because we place value in Red Hat and trust their technology and relationships in the open source realm, we solicited their advice in helping us find a partner for the launch of the new APA.org – they suggested that we consider Vizuri as our strategic partner."

The APA turned to Vizuri, a Red Hat Advanced Business Partner and Preferred JBoss Certified Systems Integrator, to design the solutions architecture encompassing the integration of the content management, control access, and the custom-developed APA applications.

Working closely with the APA IT organization, Vizuri recommended a JBoss Enterprise Middleware architecture running on Red Hat Enterprise Linux. This solution better leveraged the APA's existing legacy solutions, and thus reduced costs and many potential technical headaches. The solution was based on two primary JBoss Enterprise Middleware Platforms: JBoss Enterprise Portal Platform and JBoss Enterprise Application Platform, which includes the JBoss Seam Framework, messaging capabilities, and support for the popular framework, RichFaces.

The JBoss Enterprise Portal Platform formed the core foundation upon which the APA built their Digital Rights Management solution. The Portal Platform was implemented along with Macrovision's RightAccess and RightCommerce solutions to streamline and better manage user authentication, user authorization, electronic purchasing, and access to APA digital content. For overall content

management on the APA.org website, the organization selected a content management solution by Tridion.

"Moving to the JBoss Enterprise Portal Platform was an essential first step in implementing the new site," said Jamison. "We had multiple diverse systems and data sets that needed to be integrated to collect, process, and disseminate all the relevant customer and operational information and the Portal Platform helped greatly in these efforts."

With RightAccess and RightCommerce providing the single sign-on for organization members, the APA and Vizuri used the JBoss Seam Framework to integrate the ID management system with the rest of the APA.org Web ecosystem, creating a seamlessly unified user environment. With this integration, the APA's new and old Web applications could all be accessed via the RightAccess/RightCommerce systems entirely through the Portal Platform and the Seam Framework.

Additionally, the APA and Vizuri leveraged messaging capabilities in the JBoss Enterprise Application Platform to help synchronize and better leverage legacy assets. Clustering, RichFaces, and Java Messaging Service (JMS) helped enhance developer productivity for the new APA.org launch's designing and prepping phases.

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"With JBoss, we are using open source technology in an innovative way to significantly improve our member and public-facing website, from front to back."

Beverly Jamison
Director of ITS Publishing Solutions with the APA

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BENEFITS

One of the biggest benefits that the APA will see once the newly overhauled site is launched is an enhanced Web presence and user experience.

"As a result, our members will now be able to access any and all applications from a single secure point and we'll be able to offer more varied e-commerce solutions to the public and members as well as open new revenue streams for the APA as a whole."

The most immediate benefit to end-users is a single sign-on for all of the APA's Web applications and legacy systems and a personalized member portal, MyAPA.org.

Made possible through the open and flexible nature of JBoss Enterprise Portal Platform and JBoss Seam Framework, members and the general public now have more easy-to-use features available to them through APA.org and MyAPA.org.

"The nature of JBoss technology and the expertise from Vizuri made it possible for us to completely change our ID management paradigm in an innovative manner," continued Jamison. " Because of Vizuri's expertise, we were able to streamline and unify our ID management solution on a single platform within an entirely open Web services stack by using RightCommerce and RightAccess on top of JBoss Enterprise Portal Platform. That's simply not something we could do with a proprietary solution."

The APA now has the ability to scale their website and add more functionality to it whenever the need arises, without having to worry about crippling licensing costs or integration issues. When a new service or user feature is required,

the implementation is as simple as editing a line of code within the ecosystem. The organization has also been able to allocate funds and internal resources to work on more varied projects, thanks to the value they received in selecting an open source solution.

"The functional advantages and the value of open source provided options to the customer that would never have been available with a proprietary solution," said Joe Dickman, Managing Director with Vizuri. "We did not want to implement legacy and complex custom development projects in a non-standard environment. The JBoss Enterprise Portal Platform delivered the tools to develop and establish a solid portal reference architecture that simplifies the integration of disparate systems and data in an open yet supported solutions stack."

Jamison is planning to release the new website in a staged launch and highly recommends an open approach to other large organizations seeking to overhaul their Web infrastructures and presence.

"We are very pleased with our partnership with Red Hat and Vizuri," said Jamison. "We see Red Hat as a trusted advisor and their recommendation to partner with Vizuri on this project could not have worked out better."

"The use of both Red Hat Enterprise Linux and JBoss Enterprise Middleware is really a win-win situation for us," said Dickman. "We are able to provide an innovative solution with an open technology which we are very familiar, and the APA receives a highly-flexible, scalable and user-friendly Web presence that meets all of their requirements."

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