

Model Agency Management Portal (Talent Showcase)

Client: Australia Based Consultant

Client Vertical: Media, Online

Project Type: Custom Web Portal

Technology Used: Umbraco, ASP.NET, MS SQL

Client Overview

About Client: An Australian based client has high quality and affordable creative & technical web agency. The client company is providing services based on digital strategy, design & technical talent while leading global super-brands through end-to-end online solutions. The company is providing strategic creative, development, performance & interactive marketing services to a wide range of industries globally.

Requirement Overview: Client wanted Silver Touch to assist in the redesigning and redevelopment of an existing website with more features and enhancements.

Client required the web portal in which user can create their own portfolio and also host his portfolio profile as a sub domain.

Client wanted a web portal with more extensible functionalities and more robust features from where the global celebrities can represent them.

Required major functionalities include:

- 1) Unique template for members to create their own profile site with unique fields. Provision to select desired template.
- 2) Facility to create custom template and theme for members.
- 3) Photos, Videos, Audios and Resume management by website members.
- 4) Different access rights of website features

according to the package selected by user.

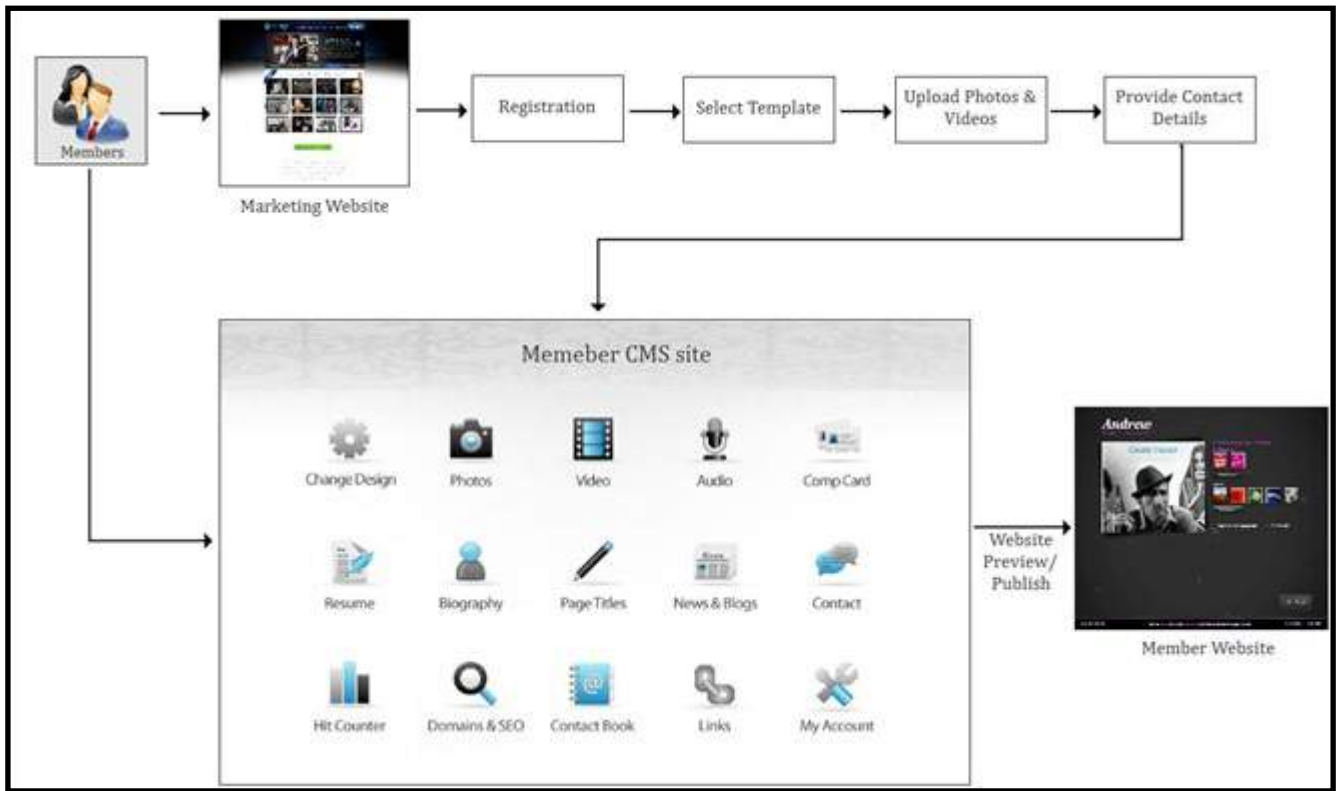
- 5) User should be able to preview the portfolio of his site.
- 6) Facility to host the website with domain registration and purchasing functionality.
- 7) Apart from portfolio creation the member should be able to create the ecommerce site and manage products, customers and orders from backend functionality.
- 8) Facility to send & print i-Pinch – brief description about member's body structure and contact information.
- 9) User management, Role management, Template management and Package management by Administrator using backend functionality.
- 10) Site visitors should be able to view the member's Portfolio and access the details. Visitors should also be able to access the media files provided by the members.

Proposed Solution:

Silver Touch has proposed to develop the web portal in ASP.NET C# with backend database as MSSQL. Silver Touch has also proposed to integrate Umbraco Content Management System for content part. Umbraco CMS provides customization in secure authoring environment. Silver Touch has provided solution to the client within new development of the marketing website. Silver Touch has redeveloped web portal (new website) from the existing website. Website is developed in Single (English) language.

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Project Work Flow



Project Description

- Silver Touch redesigned and redeveloped existing website with more features, enhancements and intend to make website more user-friendly and easy to use.
- Website users are Global Celebrities who want to represent themselves globally using the website.
- Model Celebrities are able to make their own portfolio website and publish it using the web portal in simple and easy steps.
- Web Portal has following three different sites such as:
 - 1. Marketing Site:**
 - 1.1. The website users can have the option to select desired template from the list of templates.
 - 1.2. Fill the information such as personal details and contact information, resume and photographs as per selected template.
 - 1.3. User will have the option to customize the design & background image of the template.
 - 2. Member CMS:**
 - 2.1. Member's website will be managed by member CMS developed using Umbraco CMS.
 - 2.2. Members can manage their profile, resume and contact details along with multimedia content such as - Audio / Video / Images.
 - 3. Member Frontend Site:**
 - 3.1. Registered users will be able to preview the site after submitting the template.
- Registered user can publish the website under the main domain.
- Sites published by registered users will be managed by the Super admin from the backend administrator panel.
- Administrator manages subscription package and discount offers.

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- Template design, features & price management are managed by administrator.
- User accounts and subscriptions are also managed by the administrator.

The web portal contains the News & Blogs section to post member's articles and News. Members can manage page title & order of Home page menu items from backend. User can access the Support & Help section for any queries. Support and Help section are managed by the administrator.

When users visit the marketing site, they have two main options such as:

- 1) Free Trail (for 30 days limitation)
- 2) Paid Members subscription – Monthly, Yearly, 2 Yearly Subscription
- 3) Special offers for Agents

Agents are the users who have the facility to create sub users under them. Different access right will be provided to the users and agents. These access rights will be managed by the administrator from backend.

Based on subscription type, user will be able to select the template. Agents can avail the special discount and offers.

Web Portal contains the features to create online eShopping website. To opt this feature, member has to select specific subscription package and template. Members can easily manage products, customers, orders and settings of eShop using member account.

Third Party Integration:

Website is integrated with following 3rd Party extensions:

- 1) **Domain Registration** – Seamless Integration with eNom for Domain Registration within Sites using APIs. Domain registration Sub-sites can be created by the users.
- 2) **Payment Gateway** – eBay (for Australia) and PayPal was integrated with the portal.
- 3) **CDN** – Amazon S3 Buckets for Video/Audio resources since this is a resource centric application.
- 4) **Video Resizing** – ZenCoder Codec used for video resizing to maintain files with multiple size.
- 5) **Google Analytics** – Google Analytics was integrated for web analytics and portal visitor activity tracking.

Benefits

1. Website provides services to two main types of users. Registered Users (who wants to showcase themselves on the website) and Administrator (Who manages entire website).
2. Members can easily manage their portfolio and content such as photos, videos, bio-data & contact information.
3. Site visitors can easily find & print any members portfolio and download the i-pinch – brief body information of the members.
4. Agents get special discounts by member registrations.
5. By subscribing the special package member can also create eCommerce website under main website.
6. The administrator will have the access to manage the contents and provide privileges to access the website.
7. Administrator can have the rights to approve registered users account and provide access to various features.

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Objectives

The ultimate objectives for the development of this website are as follows:

1. To create own portfolio and own website within the use of this portal by providing following details:
 - 1.1. Bio-data
 - 1.2. Photographs
 - 1.3. Videos/Audios
 - 1.4. News
 - 1.5. Contact Information
 - 1.6. Resume
 - 1.7. Reference Link
2. To access all the functionalities into Users / Members portfolio on the website and to make changes as required.
3. To host portfolio profile by making sub domain under the main website domain.
4. To provide various subscription offers to provide more features.
5. To manage users, roles, packages and templates from backend.

Project Approach / Activities

The Project was divided into various phases to achieve the best results in less time with optimal utilization of available technology features, capabilities and new enhancements.

Phase I: Implemented existing website contents to the new development

Phase II: Website has developed in three different parts as following:

- Marketing Site
- Admin Site
- Member Frontend site (Implement frontend site based on template)

Phase III: Started the development after client's approval

Phase IV: After client's review and when there were no defects on staging server, the application was uploaded on LIVE environment

Technology

Development Environment

Technology	Specifications
Technology & Framework	Umbraco 4.0.3, .Net Framework 2.0
Languages	Asp.net, C#, Classic ASP
Operating System (Development)	Window XP / 7
Database	SQL2005
Web Server	IIS 6.0

Model Agency Management Portal (Talent Showcase)

Deployment Environment

Technology	Specifications
Technology & Framework	Umbraco 4.0.3, .Net Framework 2.0
Languages	Asp.net, C#, Classic ASP
Operating System (Development)	Windows 2008
Database	SQL2005
Web Server	IIS 7.0

Duration

1. Project Man Hours: 11,000 Man Hours
2. Project Life cycle: 3 ½ Years

Key Challenges

1. Main Challenge:

1.1. Dynamic Website

Problem: Client required the dynamic website where members can create their own custom websites.

Solution: By considering client's specific requirement, we have implemented unique concept of dynamically generating content, images, designs and navigations with sub-hosting services to member's website.

1.2. Online Sub Domain Registration

Problem: Client required the sub-domain registration functionality for member's website under the main website domain.

Solution: For sub-domain registration (sub-sites) under main website we have integrated customized extension of eNom to provide the facility of selecting own website name with registration process.

2. Other Challenges:

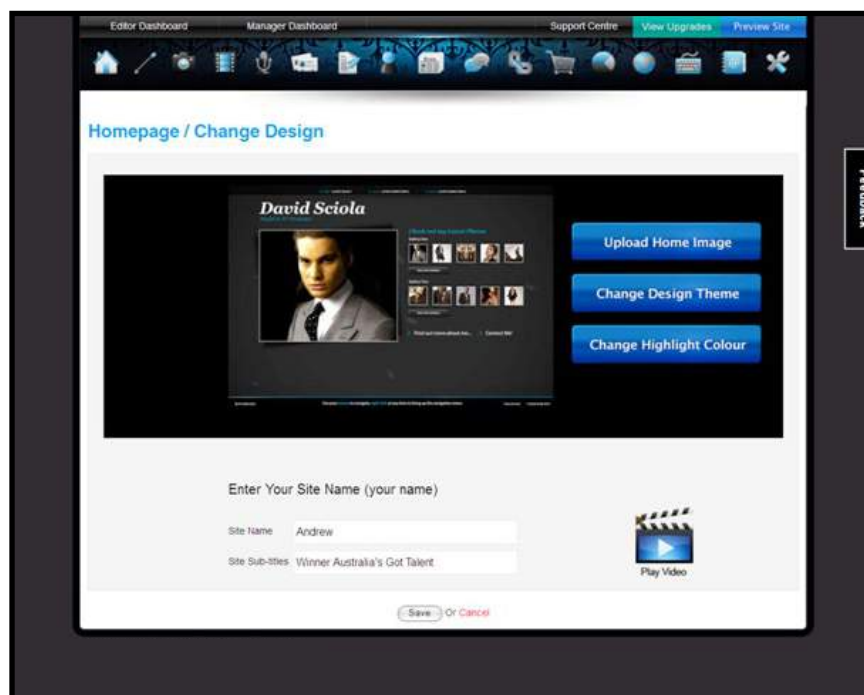
- 2.1. There was no clear functional specification so the analyst & development team had to discuss with the client on day-to-day basis together and understand project requirements.
- 2.2. To develop dynamic template and theme based portal.
- 2.3. To integrate multimedia features and make compatible with all media formats.

Result Achieved

1. Client is now getting more and more clients by offering them online portfolio with sub-site concept.
2. Client has created various subscription plans for their users so they are now able to select their appropriate plan.
3. Registered users are now able to create and manage their dynamic sub-site (portfolio) without any problem.
4. With the help of 3rd Party extension, sub-domains are now created online without any manual intervention.
5. Content Management System allows the administrator to manage the website content and pages effectively.
6. Easy to track Site Visitor Activity through Web analytics by administrator.

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Screen Shots



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Hannah Dawson | PROFESSIONAL ACTRESS

HANNAH DAWSON | BIO | RESUME | GALLERY | SHOW REEL | AUDIO | COMPCARD | NEWS | LINKS | CONTACT

Bio

[DOWNLOAD RESUME](#)


Hannah Dawson, born 27 October 1994 in Queanbeyan New South Wales.

Hannah Dawson began her training as an actress when she was 9yrs old. She began her acting training at The National Acting School, in Canberra Australia. She still trains at the same school and her teacher is Bobby Farquhar. Hannah won a Scholarship in 2009-2010 at the same school.

Hannah Dawson has attended a series of courses in Sydney and has had the pleasure of being taught by well known respected Directors and Actors in the Australian Television and Film Industry. She has trained with The Australian Film and Television Academy in Dec 2009. Hannah was the youngest in this group as it was a week's intensive adult's class.


Hannah Dawson went to LA America on a Hollywood Immersive course with Lilly Dawson Casting where she was taught by experienced mentors in the American Television and Film Industry. Whilst training in LA she was also taught by Margie Haber (Margie has taught many of Hollywood stars best actors).

Hannah Dawson has featured in short films, television commercials, and theatre; her roles have mostly been Lead and Support. Hannah has filmed on set with Packed To The Rafters for an episode as a co-star, her role was a school girl.



Editor Dashboard Manager Dashboard Support Centre View Upgrades Preview Site

Manage Your Domain Name

 Play Video

Your current Domain Name :

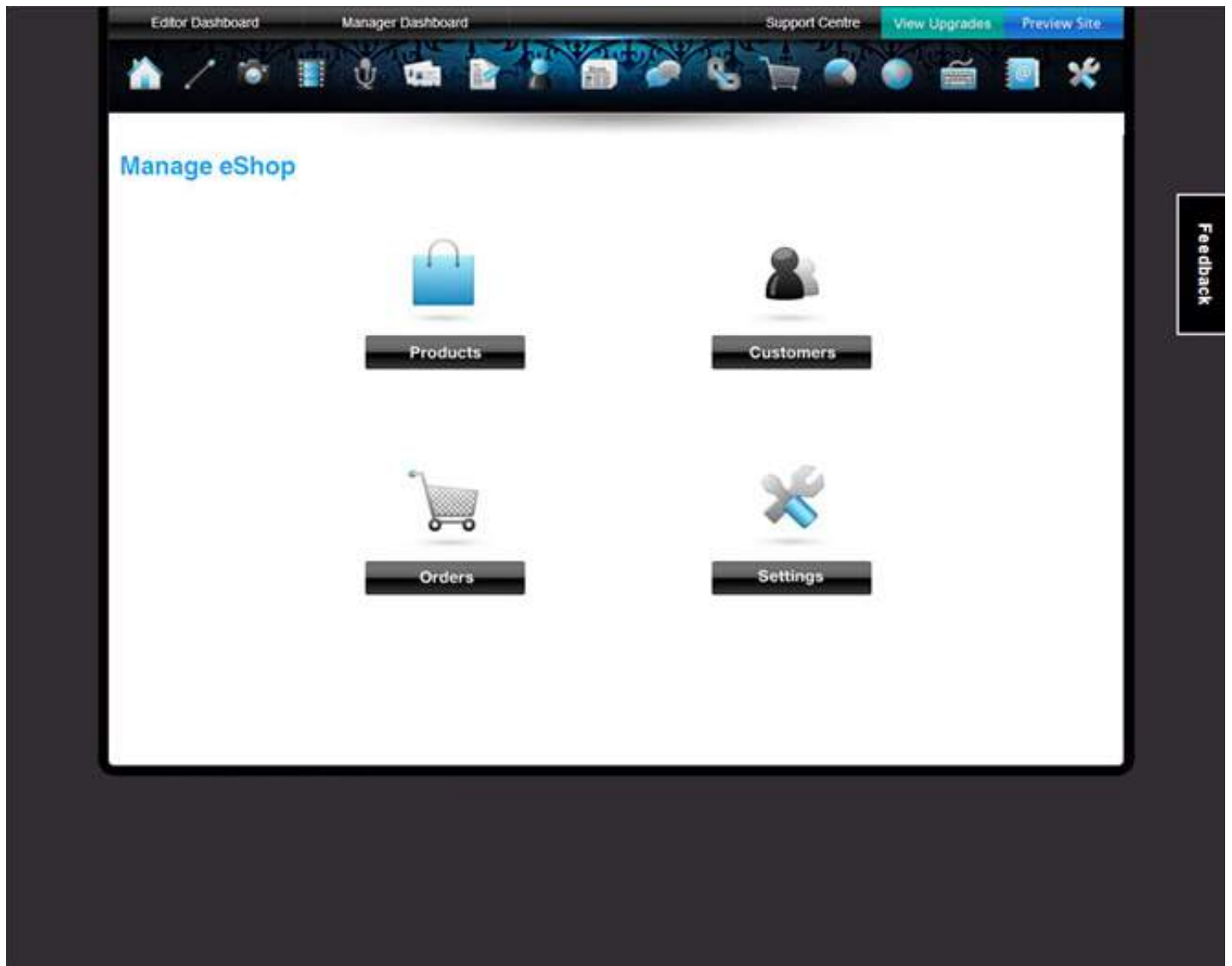
If you have already registered your own Domain Name, please enter it here: [Use This Domain](#)

If you do not already own a Custom Domain Name, you can register one at anytime right here: [Check Availability](#)

[Read more about domain names](#)

Feedback

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Deliver best products, software solutions and services,
on time with quality, and as per customer expectations

About SilverTouch

SilverTouch, a company established in 1992 is widely accepted for its IT solutions with a huge customer base in more than 20 countries across the world.

SilverTouch is actively engaged in Enterprise software development, enterprise content management, document management and IT consulting services such as Business process optimization, process consulting, implementation and customization of ERP. SilverTouch leads brilliantly in new technical developments such as: Mobile Application development services on iPhone, iPad, Blackberry, Android, J2ME and Windows mobile platforms. Even now, SilverTouch helps its global clients for major developments, deployments and managements of their mobility solutions and enterprise application development programs.

SilverTouch has alliance with several industry leaders such as Microsoft, Apple, Cisco, IBM, Oracle, SAP, Java, Dell, VM ware, Symantec, Sonic Wall which provides a competitive edge over other industry peers and targets to understand and cater to all types of requirements that concern our clients, thereby, leading to serve them precisely to their satisfaction.

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