IBM

IBM helps StartUpStreet.com build a Web site that's ready for e-business.

Application	Web-based relationship networking system for entrepreneurs, investors, advisors and service providers
Business Benefits	An online entrepreneurial community that helps match entrepreneurs with investors, service providers and advisors
Software	Microsoft® Windows NT®, Microsoft SQL Server, IBM WebSphere™ Application Server, Java™, Cybercash, IBM Patterns for e-business
Hardware	Dell

As a Web-based provider of entrepreneurial networking services, StartUpStreet.com needed a dynamic, scalable Web site to bring together entrepreneurs, investors, service providers and advisors. The company's existing Web site had grown beyond capacity, and company executives decided to relaunch the site to meet current and anticipated demand. That's when StartUpStreet.com turned to IBM.

StartUpStreet.com, based in Raleigh, North Carolina, helps match entrepreneurial ventures with investors and service providers by facilitating online introductions that lead to the formation of successful, long-lasting business relationships. StartUpStreet.com builds Web communities via a double-blind process, where business developers and investors exchange information and evaluate each other anonymously, leading to an objective match of prospective partners.

e-business

> *"IBM relied on a tried-and-true framework that gave us security and peace of mind in developing our Web site and reduced the risk associated with application development."*
>
> *David Maw, CEO, StartUpStreet.com*

Building a community on proven Patterns for e-business

Relaunching the StartUpStreet.com Web site involved changing the site's existing look and feel and incorporating new functionality. In addition, StartUpStreet.com required additional capacity from its new environment and faced tight deadlines for developing the new site. In fact, StartUpStreet.com targeted 10 to 12 weeks for the development effort.

To help meet this aggressive schedule, IBM developers used Patterns for e-business, an object-oriented framework that facilitates code reuse and provides a portable, tested infrastructure to enhance application development. These Patterns, a component of the IBM Application Framework for e-business, provided a starting point for application development that enabled programmers to focus on StartUpStreet.com's business logic without having to invent a new application architecture.

By using Patterns for e-business, IBM developers were able to build the StartUpStreet.com Web site using a single-servlet model, which simplified configuration and maintenance. The site uses IBM WebSphere Application Server, which accesses the framework via its single Java servlet, called the ApplicationManager. The servlet collects input parameters, determines which function to perform, routes requests to the appropriate request handler (an object) and packages the results for client-side Web pages.

Another key in developing the site using Patterns is the fact that mapping Web pages to application functions and database queries was segmented into separate "properties files," enabling a "separation of concerns" in development. As a result, Java, SQL Server and other functions are segregated, which allows concurrent development to be performed by different programmers.

> *"Thanks to IBM's Patterns for e-business and Web application know-how, we will have a Web site that is easy to grow and maintain as our company continues to evolve."*
>
> *David Maw, CEO, StartUpStreet.com*

Why IBM?

StartUpStreet.com chose IBM to develop its revamped Web site because of our e-business expertise and commitment to rapid application development using proven, reliable components. Because we've helped more than 20,000 organizations make the transition to e-business, we brought a unique understanding of the challenges and opportunities faced by StartUpStreet.com. Leveraging proven Patterns for e-business also reduced the risk involved in deploying the Web site and enabled developers to relaunch the site within 12 weeks.

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