

# Web Catalog for the Art Company Case Study

*Third & Wall Art Group is a Seattle-based art company focused on promoting and selling contemporary artists' works through a variety of market channels.*

## Industry

Art Publishing

## Technology

Java 5/J2EE

IntelliJ IDEA

MySQL

Apache Tomcat

JSF/JSP

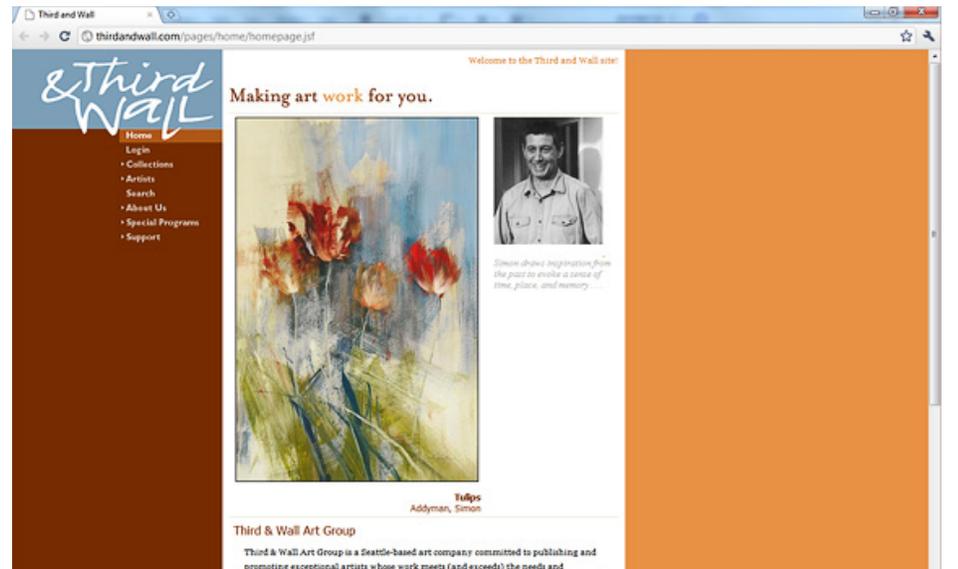
JAI

Hibernate

Spring

## Project Size

1,5 months, 2 developers



## Challenge

Operating in the field of art publishing, Third & Wall intended to promote their business on the Web.

With the information on artists and their works traditionally stored by Third & Wall in separate Microsoft Excel files, the client needed a Web site with an ability to quickly upload this data to the site database.

Protection of copyright and intellectual property rights of artists was also an issue to consider, therefore, access to the artworks published on the Web site was to be restricted to Third & Wall customers.

Other features to be implemented included search and user information gathering. Search had to be allowed to only registered customers and be flexible in a way that the user could narrow down search results using various filtering options. Information related to users, such as user name, IP address, login time, viewed images and artists was to be logged.

The client needed a solution with rapid time-to-market and low project costs, including further maintenance of the system.

## Solution

In cooperation with the client, we set out to design and build an application that would automate the client's change management methodology and procedures. The system provides storage, management, and reporting capabilities for handling proprietary information used during the change management process (such as events, diagrams, participants, etc.). It also operates as an intranet or extranet application, has minimal platform dependencies, supports different database platforms and provides remote connectivity via slow and unstable connections (such as dial-up access). The system is scalable to support a growing number of users.

Our analysts defined and documented the overall requirements for the system and built a prototype for evaluation along with the functional specifications for the application. To provide the client's team with the key functionality as soon as possible, we divided the project into several development phases. This allowed our client to work with the application, use its functionality and increase their productivity already during the application's development. The complete version of this Web-based application contains a database server, a custom application server, and client-side software.

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## Technical Implementation

The choice of technologies used for the development of the Web application was aimed at reducing development time and total cost of ownership. We chose Java 5 from Sun Microsystems because it provides platform independence and essentially simplifies the development process.

The application was built around a three-tier architecture model. As a database server, we used MySQL because of its robustness, speed and free use under Linux. Because the application was supposed to run on the Linux-based Tomcat Web server, no licensing fee for the whole system configuration was required.

The Web UI of the application was developed using JSF technology. By coupling standard JSF components with a rich set of custom components, developed by TeamDev, that support client-side validation, advanced configuration and styling features, we were able to implement client/server functionality really fast without sacrificing quality.

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## Results

Third & Wall has now a lightweight, cross-platform and dynamic Web application, capable of supporting a growing number of data. The site content can be easily updated thanks to the convenient data management system incorporated into the Web application. By using filtering options for search, customers are able to quickly find different sorts of artworks. And with user information carefully logged, Third & Wall can get a clearer picture of customers and their preferences. Additionally, the client benefits from low maintenance costs and total cost of ownership associated with the solution.

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## Client's Feedback

The client was satisfied with the Web site, its overall appearance and functionality. "... the site is THE BOMB. It is FANTASTIC. I cruised through it tonight and don't see any problems. It looks great, it's contemporary and clean, and no other publisher's web site looks like it..."

Third & Wall is planning to engage TeamDev in further development and enhancement of the Web site.

## Contact Information

TeamDev Ltd.

47 Nauky Ave.  
Kharkiv 61103,  
Ukraine

+1 425 223-3079

+380 57 766-4330

FAX +380 57 766-4343

[sales@teamdev.com](mailto:sales@teamdev.com)

[www.teamdev.com](http://www.teamdev.com)