

Atlanta Journal-Constitution Meets Critical Web Application Deadlines with Caspio

Every month, AJC often has to implement at least two distinct web applications requiring search and find-and-sort data displays, and some are needed at a moment's notice. Applications include home sales, restaurant guides, sporting event statistics, and voting reports. In the world of daily-breaking news events such as Hurricane Katrina, time is of the essence to get vital information to the people who need it most.

"In our business, turn-around is the most important criteria," says Chris Heisel, Technology Manager for ajc.com and accessatlanta.com. "Everyone and everything is 'now, now, now'. Anything that saves me time and resources is critical to our business."

Rapid Turnaround is Critical for Events

"My first Caspio project for AJC was the annual Peachtree Road Race," said Heisel. "I inherited an older system that involved a Microsoft Access database that had to output flat HTML as we got new information. I searched for an easier way to create applications like this to meet our tight deadlines."

Later that year, Heisel was faced with developing a custom application that would serve hundreds of Hurricane Katrina victims within a very short timeframe. Chris explains, "Not only was this application crucial in terms of addressing human needs during an unprecedented storm, its time-to-delivery was critical."

Caspio Delivers Results in Minutes

Heisel found the right solution to meet AJC's deadlines and quickly publish data with Caspio Bridge.

"Caspio Bridge saved me a ton of time," said Chris. "For the Peachtree Road Race application, all I had to do was get the table and views set up ahead of time, which I could do very fast. Come race day, as soon as the race statistics came in, I published them live and people were instantly viewing the results."

Chris further explains, "For the Hurricane Katrina application, we had to move quickly. I had an initial program up within 20 minutes

“It was great being able to gather personal stories and offers of help to those in need during Hurricane Katrina. I had an initial program up within 20 minutes using Caspio Bridge.”

Chris Heisel, Technology Manager,
ajc.com and accessatlanta.com

using Caspio Bridge. It was great being able to gather personal stories and offers of help to those in need," said Chris. "We were able to help people reach relatives and aid agencies as soon as we had the data."

Next Steps

AJC currently implements over 10 Caspio applications per year, with more to come. Said Heisel, "One of the biggest strengths we gain with Caspio is 'Rapid CRUD – Create, Read, Update, and Delete.' Now we can go from Zero to CRUD in less than an hour, and that means a lot when it's daily news." To learn more about Caspio's solutions for online media, contact David A. Milliron at media@caspio.com or 650-691-0900 ext. 741.

About Caspio, Inc.

Caspio, Inc. (www.caspio.com) is the world's leading do-it-yourself online database and web application creation platform. The company's philosophy is to empower business users to create and deploy web databases, forms, reports and applications easily and without programming. Caspio's platform-as-a-service replaces coding with intuitive point-and-click wizards, enabling users to rapidly produce web database apps for capturing, publishing, and managing data online. Caspio shrinks development time from weeks to hours, and from thousands of dollars to a small monthly fee. Caspio's customers range from one-person entrepreneurs to Fortune-500 corporations, digital media giants, government agencies, and educational institutions.

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