

## Case Study – Timberland Partners

Sand developed a Rich Internet Application with the latest LAMP and Google API technology. The website also has an extensive, integrated administration console.

### The Client

Timberland Partners was founded in 1992, with the purchase of a 46 unit property in Mounds View, MN, and has grown to over 5400 apartment units and 800,000 square feet of commercial space, located in 8 states. They currently employ over 150 Team Members at their home office in Minneapolis, MN and across the country.

### The Challenge

They had an existing basic site, just displaying the properties. Due to growth in business and increased usage Timberland Partners needed a more robust, scalable, integrated solution that allowed them to manage their property details, property listings, manage resident information, customer information, floor plans, e-brochures, etc.

Summary of challenges:

- > Build a robust, scalable, integrated solution
- > Design the next generation User Interface using the latest technology using XHTML, Ajax and CSS. The new UI should be friendly, robust to both employees and users of the site and handling huge information.
- > Re-Architect the old database to be supportive of the new features
- > Import the old database to the new system
- > Integrate the site with Google Map API, allowing the users to locate their property in real time.

### The Solution

Developing such an application of this size and the size of the data was a big challenge for us at Sand. The major part was using the old database and re-designing the new system which is always a great challenge.

We formed two teams, where one team would re-architect the database and the other team to design the new User Interface. We started developing the site from scratch using a 3-tier MVC (Model View Controller) Architecture to increase scalability & maintainability. We also followed AGILE Development Methodology, BugZilla, SVN to execute the project in a more efficient way.

We had hiccups in the beta version stages due to the amount of information we needed to show per page. We had to react quickly to update the code, make changes in the data being rendered to the UI and optimize code & queries. This helped us to stabilize the site to a great extent.

### The BottomLine

Timberland Partners is now able to give site visitors a much better experience and in turn it allows them to manage their business in a much more effective way.

Also with this they were able to provide extended support & resident services to the residents of all the properties they own..



<http://www.TimberlandPartners.com>

Minneapolis, MN, USA

Launched on 24th April, 2008

### Technology Used

PHP, MySQL, AJAX, XSLT, SMARTY, Flash, Google Map API

### Major Achievement

- \* New generation User Interface.
- \* Integrated Administrator Panel to manage the site and company's business.
- \* Site Optimization to scale to a large number of hits/visits and handling loads of data.
- \* Integrated Google MAP for users to locate properties in real time and get directions to various properties from anywhere in USA.

### Client Experiences

We designed the 1<sup>st</sup> Timberland partners original web-site in late 2005. The site was simple and easy to navigate - specifications we had insisted on from the start.

With the growth of the company, Timberland chose to update their site in late 2007, and it was a great choice to use the staff from Sand. They listened to our requests and translated them into a terrific new site of which we are very proud. The Timberland Partners colors are not easy to copy but the designers at Sand achieved a wonderful result for us.

The comments about the new site have been very positive and the results are better than expected.

Thank you for your time, patience and a wonderful website.

- BriteScreen Interactive

