

<b>Project Title:</b>	Book Clubs
<b>Period:</b>	October 1999 through today
<b>Client:</b>	Eagle Publishing
<b>Complexity:</b>	12 web sites. 4 servers (2 web servers, 1 database server, 1 legacy Progress database server) 13 databases, 114 tables, 5.5 Gig of live data, 22 automatic database support jobs. 350 ASP pages, 8000 lines of code. 3 support applications, 200 lines of code.
<b>Technology:</b>	IIS 5.0 ASP SQL Server 7 and 2000 Progress Webspeed
<b>Summary:</b>	Eagle Publishing operates a number of book clubs providing new books at discount prices. There are a number of co-branded websites supporting three different book selling methodologies. The websites are e-commerce sites providing an extensive catalog of products, the capability to search and purchase books as well as participate in an online community. There are functions for checking the status of current and past orders, making payments and accepting or rejecting the currently selected book. The system operates as an n-tier application with separate layers for the user interface, the primary database as well as the corporate legacy database. Support functions automate the process of collecting new book information, updating inventory and alerting the system administrators in the case of errors or critical system events. One of the co-branded sites pulls data from a third party book distributor, allowing access to over a million books. Automated processes keep the local data synchronized with the distributor and manage orders and shipping status transactions. Due to extensive code reuse and system automation this system typically requires less than 5 hours of support per week. Code Gurus is the sole developer, database administrator and support source for the web site part of this project. Graphical design was contracted to a design firm and in-house support staff maintains legacy databases.
<b>URLs:</b>	<a href="http://www.conservativebookclub.com">http://www.conservativebookclub.com</a> (Members only) <a href="http://www.nrbookservice.com">http://www.nrbookservice.com</a> <a href="http://www.forbesbooks.com">http://www.forbesbooks.com</a>
<b>Reference:</b>	Tom Kubala 202-216-0600 tkubala@eaglepub.com

Screenshots:

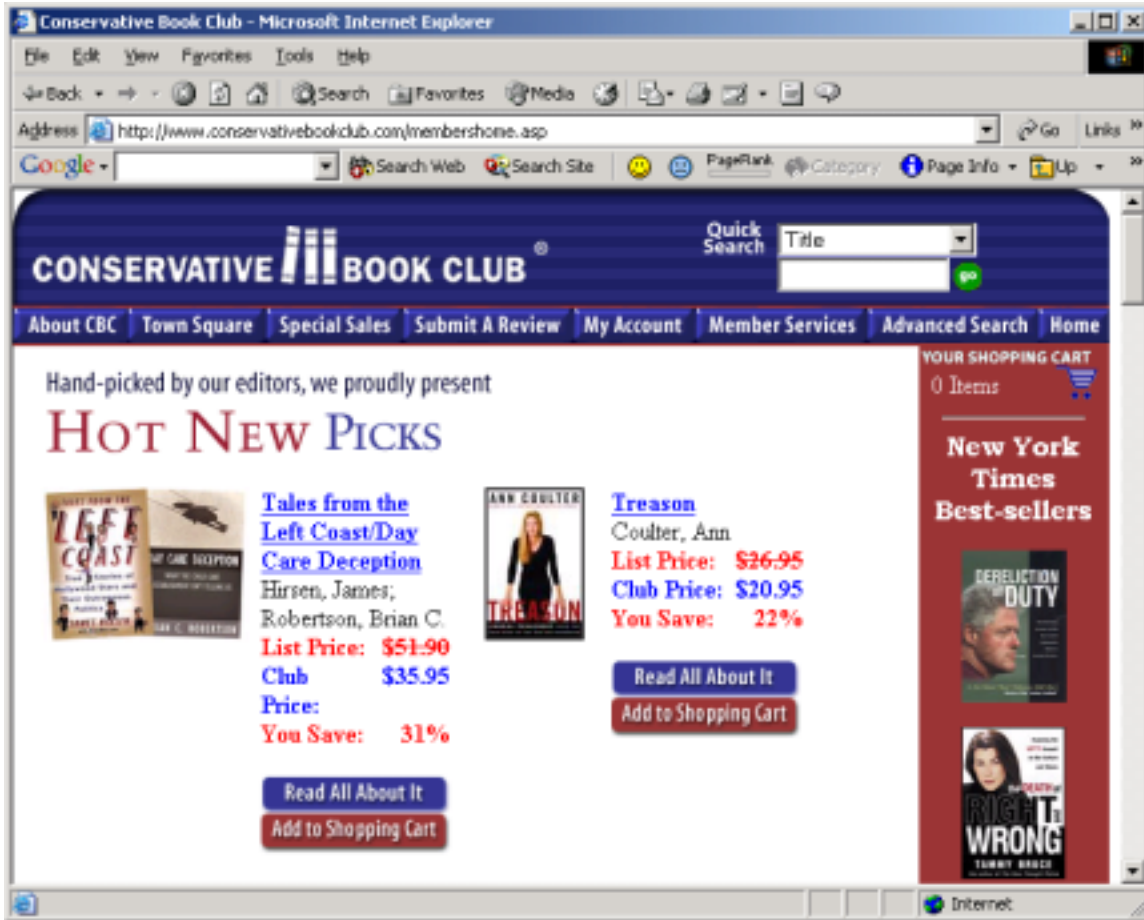


Figure 1: The main user screen.

Conservative Book Club - Microsoft Internet Explorer

Address: https://www.conservativebookclub.com/PersonalInfo/MyAccount.asp

Navigation: About CBC | Town Square | Special Sales | Submit A Review | **My Account** | Member Services | Advanced Search | Home

## My Account

**YOUR SHOPPING CART**  
0 Items

The information below reflects your account history.  
If you have a question about any of the information displayed here, please go to our [Customer Service Department](#).

**My Profile:**  
Name: Theresa Chubb  
Billing Address:  
6733 Gouthier Road  
Falls Church, VA 22042  
USA  
Homeschool Division: N  
*To update any information, go to [My Profile](#).*

**Current Account Status:**  
Member Since: 04/01/01  
Member Number: 306113475  
Bonus Points Accumulated: 0  
[View my Membership Agreement](#)  
Remaining Purchase Obligation: 4  
**Current Amount Due: \$8.08**  
**Current Main Selection Status: Main Selection not set up yet. Please check back soon.**  
*To view the details of your main selection history, go to [Main Selection History](#).*

**Pay Now**

### Order History

Order Date	Order Number	Order Amount	Amount Due	Pay Now
07/15/03	Featured selection sent. Offer was closed: 07/07/03 Invoice Number 1	\$ 37.73	\$ 8.08	<input type="checkbox"/>
12/24/02	<a href="#">Order Number: 4180955</a> (1 Invoices)	\$ 36.90	\$ 0.00	<input type="checkbox"/>

Figure 2: My Account - View status and pay outstanding invoices.

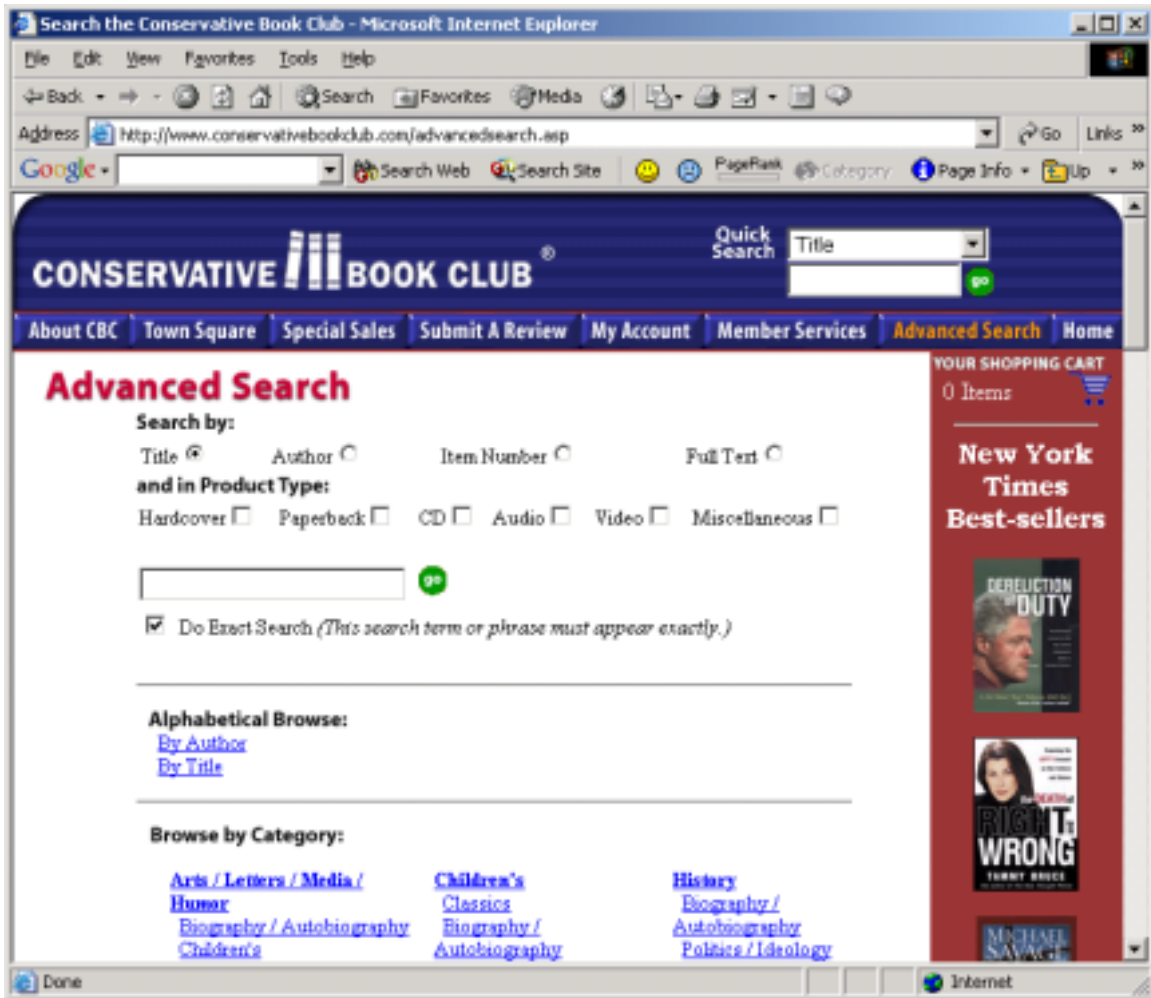


Figure 3: Search - Full text search and browse.

The screenshot shows a Microsoft Internet Explorer browser window displaying the Conservative Book Club website. The page features a navigation menu with links for 'About CBC', 'Town Square', 'Special Sales', 'Submit A Review', 'My Account', 'Member Services', 'Advanced Search', and 'Home'. The main content area is titled 'Special Sales' and includes an illustration of a piggy bank with money falling out. Below this, a 'Super Bargain' section explains the promotion: 'You may order one SuperBargain book at this price for each non-sale book, or a prepackaged set of books, that you order. If you do not order enough regularly priced books, you will be charged the regular sales price for this book. The price you will be charged is shown in the shopping cart at all times. Sorry, but other sales books do not count toward the SuperBargain discounts.'

The featured book is 'Clarence Thomas: A Biography' by Thomas, Andrew Peyton (C5853). The pricing information is as follows:

<b>Retail Price:</b>	<del>\$29.95</del>
<b>Regular Club Price:</b>	\$23.95
<b>Special Sales Price:</b>	\$7.95
<b>You save:</b>	73%

An 'Add to Shopping Cart' button is located next to the book details. On the right side of the page, there is a 'New York Times Best-sellers' section with book covers for 'REBELLION OF DUTY', 'RIGHT TO WRONG', and 'MICHAEL SAVAGE: THE SAVAGE NATION'. A shopping cart icon indicates 0 items.

Figure 4: Special Sales - Complex sales logic for pricing.

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail Print Print

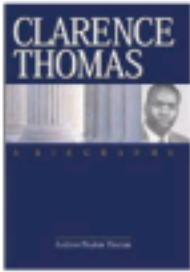
Address http://www.conservativebookclub.com/bookpage.asp?prod\_cd=C5853 Go Links

Google Search Web Search Site PageRank Category Page Info Up

**CONSERVATIVE BOOK CLUB** Quick Search Title

About CBC Town Square Special Sales Submit A Review My Account Member Services Advanced Search Home

**About This Book** YOUR SHOPPING CART 0 Items



**At last, a biography that does justice to a paragon of courage and champion of the Constitution: Clarence Thomas**

[Printer Friendly Version](#)

**List Price:** \$29.95  
**Club Price:** \$7.95  
**You Save:** 73%  
*(This is a Super Bargain Special Sale)*  
[Add to Shopping Cart](#)

**Clarence Thomas: A Biography**  
 Thomas, Andrew Peyton  
 Item #: C5853  
 Product Type: Hardcover  
 Can buy with bonus points.

Pilloried by the black establishment, vilified by feminists, Clarence Thomas has endured more ridicule, disrespect, slander, and outright hate than most people experience in a lifetime -- for the crime of being a black conservative who's unafraid to tell the truth about modern liberalism. But at last comes a book worthy of the man! *Clarence Thomas: A Biography* is an honest, authoritative, meticulously researched look at one of the most controversial (and intensely private) figures of our time. Author Andrew Peyton Thomas (no relation to Justice Thomas) cuts through the media's lies and caricatures of Thomas to reveal a devout Christian, an original but deeply traditional thinker, and a solid family man -- a man who brings clear thinking, sound values, and faith in God to our nation's highest Court just when they're needed more than ever.

Internet

Figure 5: Book Page (Top)

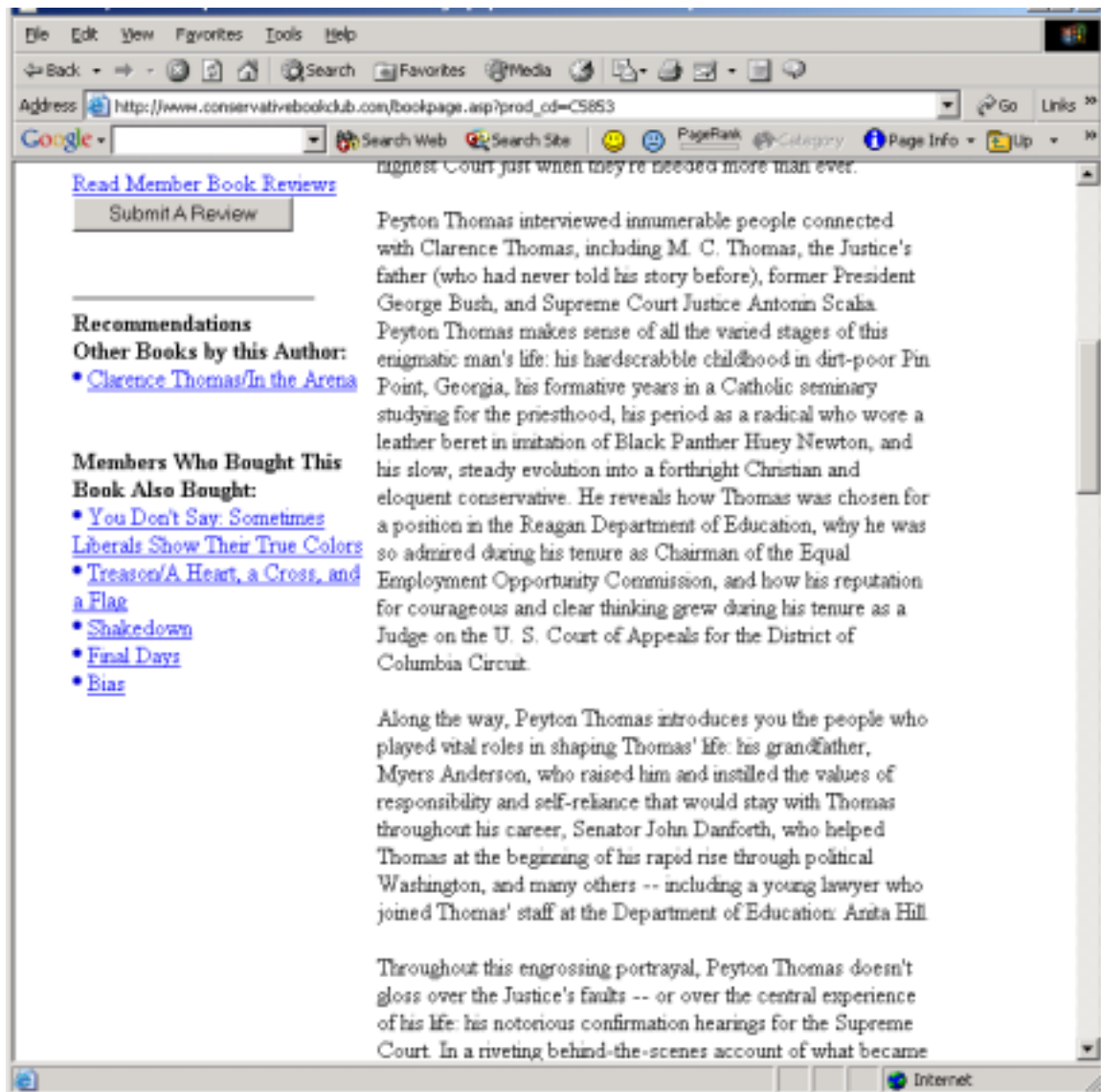


Figure 6: Book Page (Bottom)

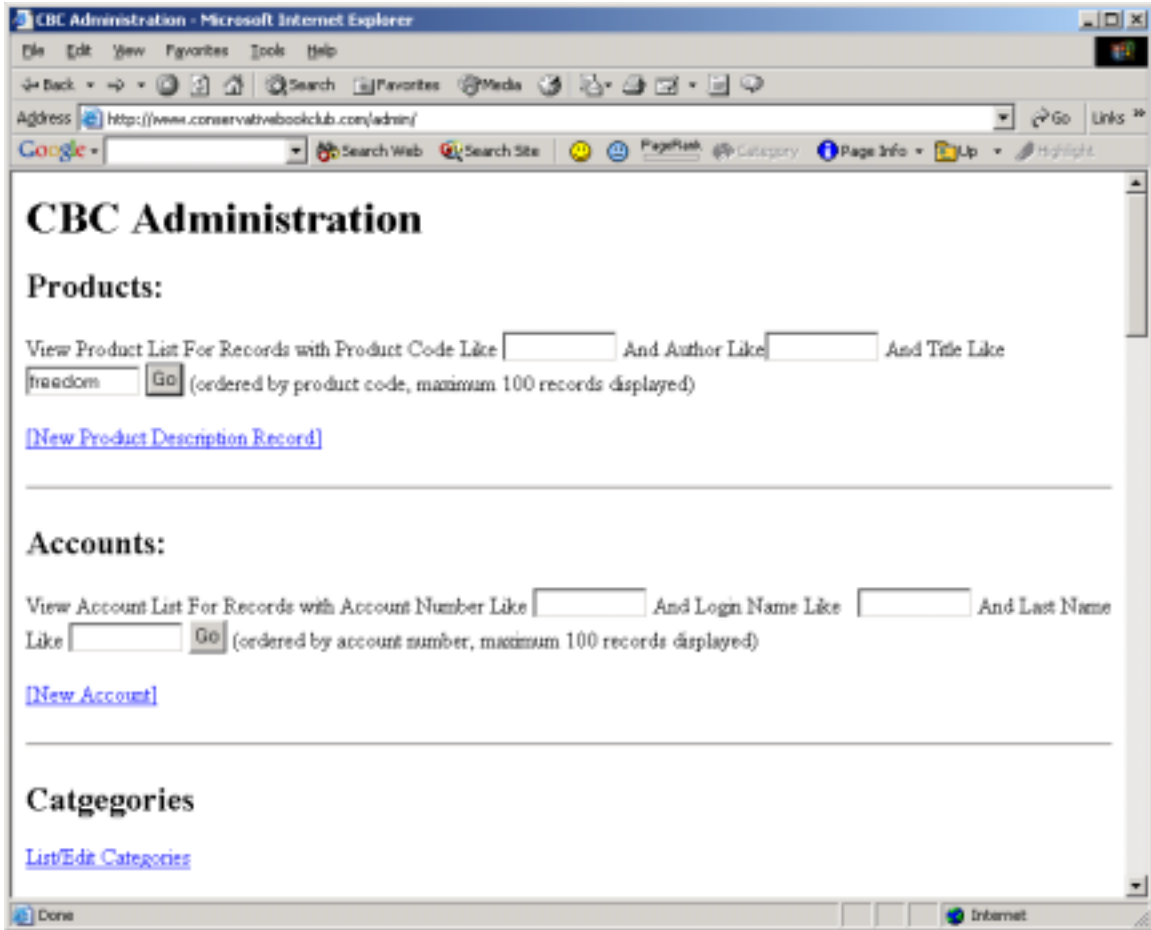


Figure 7: Administration Main Page (Top)

Hot Picks List - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.conservativebookclub.com/admin/edit\_alternate\_selections.asp

## Hot Picks List

Program/Segment=cbc / a

NOTE: If there are more than one program and segment listed, each change will saved into all of the programs and segments listed above.

NOTE: Don't forget. If you change anything on a single line, you must SAVE that line before editing another line. The save button will only save changes on that line, and changes on other lines will be lost.

Num	Start Date	End Date	Product Code	Show Order	Edit/Delete	Headline/Subhead (For non-CBC clubs)
1)	7/17/2003	8/6/2003	c6308	2	Save Delete cbc/a,	Add Headline
2)	7/17/2003	8/6/2003	c6174	3	Save Delete cbc/a,	A blistering exposé of liberal treachery Edit Headline Delete Headline
3)	7/17/2003	8/6/2003	c6320	4	Save Delete cbc/a,	Add Headline
4)	7/17/2003	8/6/2003	c6311	5	Save Delete cbc/a,	Add Headline

Done Internet

Figure 8: Data Administration Page.



Figure 9: Online Community.



Figure 10: National Review Book Service, an example of one of the co-branded non-member sites.