![SmartIMS logo] Empowering Enterprise Efficiency

Non-Profit

The Client

Amnesty International (AI) is a worldwide organization of people who campaign for human rights. Their work is based on careful research and on the standards agreed by the international community. They are independent of any government, political ideology, economic interest or religion. They have more than one million members, supporters and subscribers in over 140 countries.

Business Objective

AI has its media headquarters located in New York and its research headquarters located in London. Everyday the official website, amnesty.org, was updated manually with the research information provided from London. The existing architecture was a 2-tier one with a lot of data redundancy and security lapses. They needed a new system to correct these problems and make the Web site dynamic, to quickly transfer research observations to the website for faster action. The new system needed to automate and speed up the updating process that involved research reports delivered to an office for data entry.

The Solution

To make that happen, Smart IMS worked closely with Amnesty International personnel to analyze the existing system, gather detailed user requirements, perform business process analysis, streamline the methodology, help design the reporting form templates, design secure Web-based Application Architecture and develop the database that would serve as the central repository for research information. Smart IMS team developed the interface application and the synchronization capability needed, using Lotus Domino platform, to update the database in real-time with information from the field and London offices of AI. JSP technology was used to represent the dynamic data on Web. Password was introduced for authentication at front-end level and authorization at database level to provide high-level system security.

Results

The new system did away with redundant data entry, data backlog and inefficient searches for information, while providing a higher level of security. Members had instant access to the field research data from around the world. Crucial reports could run automatically on a daily or weekly basis. The centralized database made sure that every user in the organization is reachable, so that proper data control is assured.