

Intel ICG - Event Contact Management

Introduction

Outlined in this document are the basic technical specifications for the Intel ICG Event Contact Management initiative.

Strategy Overview

The Intel ICG team has requested CMD design and develop an event contact management system to capture event respondents. The event contact management tool will provide three interfaces: Main booth, Partner booth, and Villa booth. Each interface will use one unified look and feel and have a consistent number of steps to gather respondent information.

The event contact management (ECM) system will take the long-term strategy in mind and keep the system functional, yet flexible to be used at multiple events. CMD will focus on building the front-end interface and design the database to support the long-term strategy. No administrative tools will be built at this time. As a pilot program Intel ICG has requested the database be constructed using Microsoft Access 2000. CMD recommends using Microsoft SQL server 2000 for future versions of the Event Contact Management system.

Program Objectives

The mission of the Intel ICG Event Management is to:

1. Increase contact acquisition at all events
2. Develop a process and tool with a consistent look and feel
3. Develop a process and tool with standard database structure for reuse across multiple events

Strategy Outline

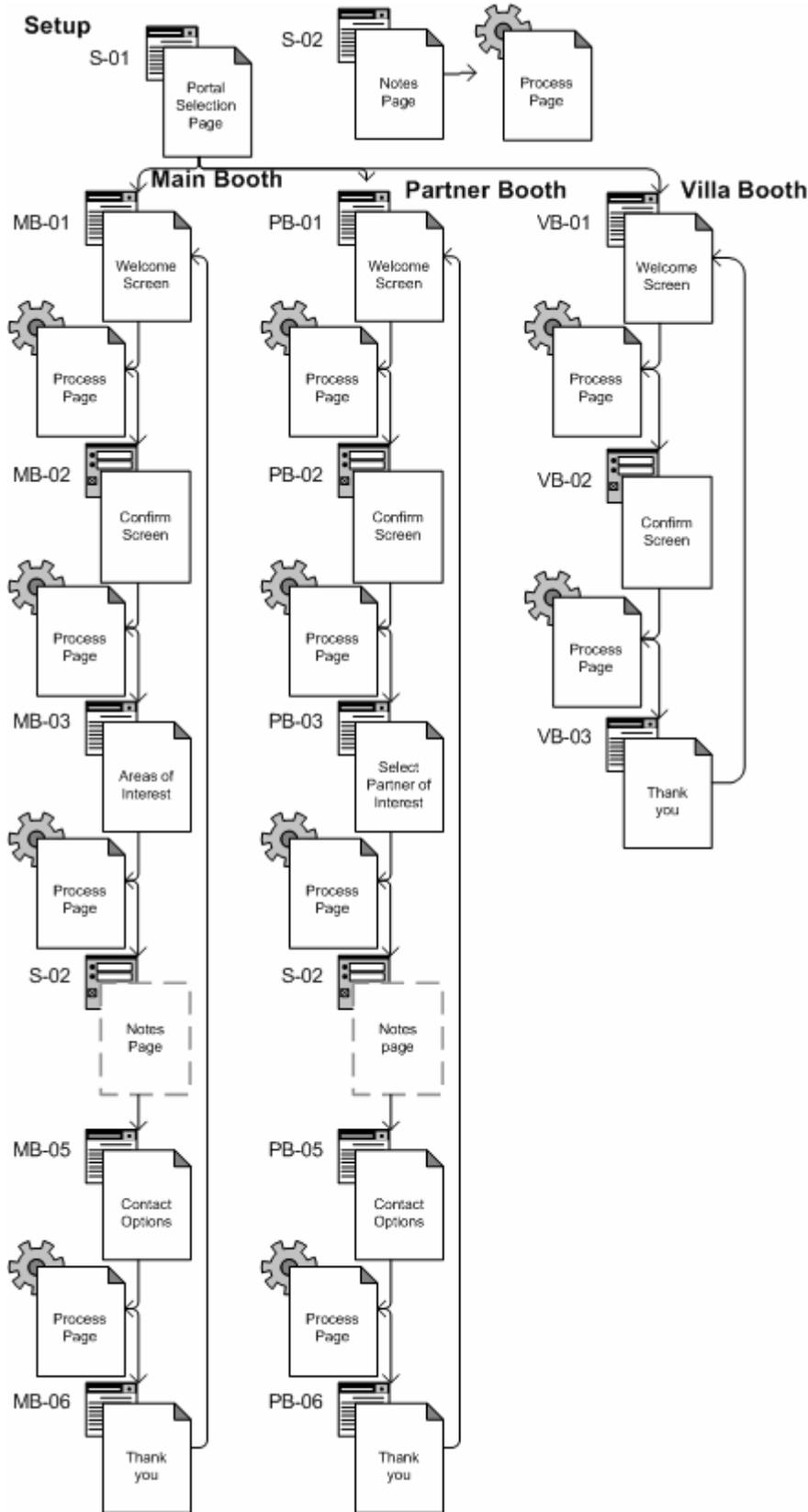
CMD will:

- Design a template-based interface
- Will program the interface using HTML, CSS, and JavaScript
- Will program the middle-ware using ASP.NET and ADO.NET
- Will Design and setup the Database Schema

Intel ICG will:

- Setup and install the Event Campaign Management Network configuration for each event
- Develop and integrate the Card Swiping tools into the Event Campaign management system

Site Functional Flow



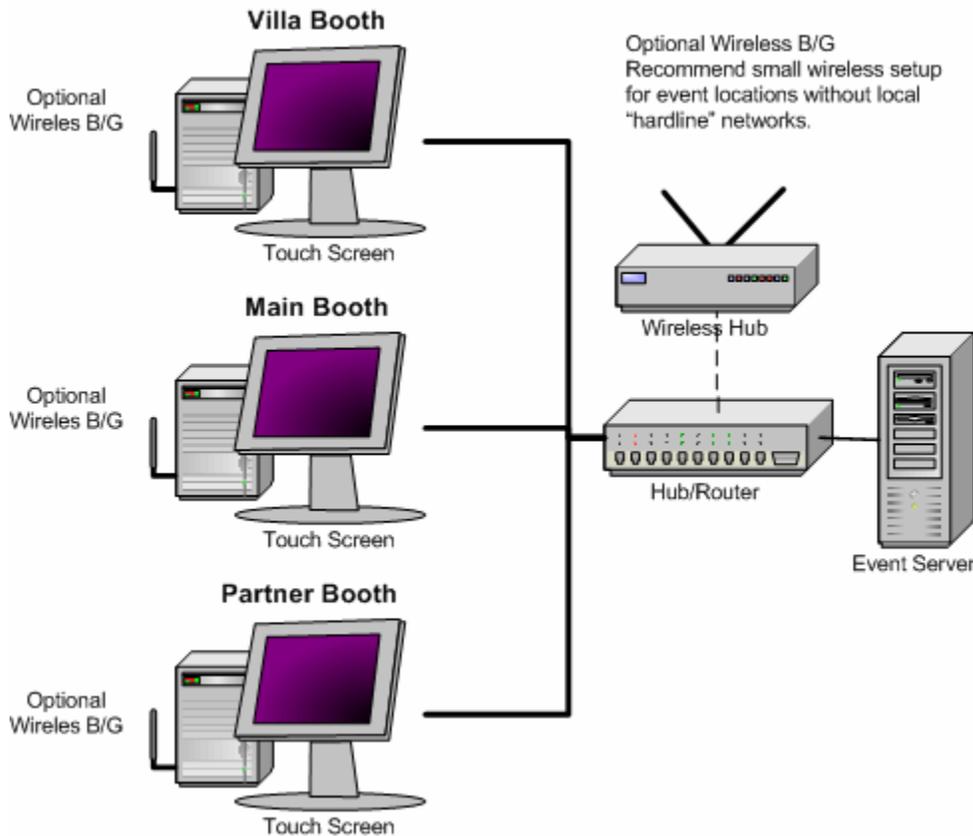
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The diagram on the previous page provides a functional flow of the three booth portals. A setup landing page will be used at the time of setup for the event. It will be used to select which portal mode the computer should run in. Once the portal has been setup, the user will have access to each portal by swiping their card or clicking the continue button. Once the card is swiped the user will be taken to the confirm screen to verify their information that should be displayed on-screen from the Card-swipe database. Should the card-swipe process fail or the information be incorrect. The user can correct the information and submit it to the ECM.

Depending on which booth is being used the user will have options to select areas of interest, request special support or advice, and select partner companies that the user wishes further information.

Technology Specifications

Network Schematic



CMD is not responsible for the configuration and setup of the Intel ICG event hardware or network infrastructure. The following diagram is the assumed network architecture at the event and will be replicated in a similar manor for the development of the portal. CMD will not employ a wireless setup or touch screens for development.

Technology Standards:

The follow list outlines assumptions for what technologies and systems will be used in the development of the tool.

Please note: the following technology assumptions are based on CMD preferred development environments and the most efficient development practices. If the assumed technologies for system requirements do not fall within Intel ICG's corporate standards this proposal will need to be revised based on the new requirements.

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Expected Technical Expertise of Target User

- Minimum of a basic understanding on how to get around in Microsoft Windows
- Minimum of a basic understanding on how to use the Internet and Internet Browsers
- Minimum of a basic understanding on how to use a touch screen and keyboard

Target End User Environment:

End User Client Environment:

Operating System: Win2000/XP

Hard Drive Space Required: 0 Meg

Memory: 128 Megs of RAM Minimum

CPU Speed: 800 Mhz - 1.0 Ghz minimum

Web Browsers: Internet Explorer 6.0+

Standard Features: Keyboard, Touch Screen Monitor

Network Requirements: 10/100 Mps Network Card or PCI Wireless B/G Card

Client Scripting Language: HTML, CSS, JavaScript

Server Environment:

Operating System: XP Pro/Server 2003

Hard Drive Space Required: 5-10 Meg

Memory: 256 Megs of RAM Minimum

CPU Speed: 1.0-2.0 Ghz minimum

Standard Features: CD-ROM, Keyboard, Mouse, Monitor

Network Requirements: 10/100 Mps network card or PCI Wireless B/G card

Server Programming Environment: ASP.NET, ADO.NET

Server Web Server: Microsoft IIS 6.0

Server Database Server: Microsoft Access 2000 File accessed using ADO/ODBC

Languages

The Web pages will use: iso-8859-1

The system will support U.S. English only. The character set used will be iso-8859-1. Only minimal design considerations will be made to increase localization possibilities.

NOTE: CMD cannot guarantee that the program will function properly if the minimum platform requirements are not met.

Media Requirements

- Graphics: 8 bit (256 color), independent palette methodology (all graphics use individual palettes and a specified palette to prevent "palette flash" on lower end systems)
- Graphics: 24 bit (millions of color), in a compressed format (JPEG) where photo-realistic elements warrant increased color definition
- Text - External Documents: .PDF documents and Text files (if necessary)
- Text - Internal: Graphical text elements and text elements that are animated or menu-based (main menu text items, introduction text elements, etc.)

Compatibility

The web site does not require the use of any unusual or custom software on the client systems. However, CMD cannot guarantee performance if conflicting hardware or software is present on the delivery system.

Layout Requirements (Cascading Style Sheets)

When formatting text, font spacing and tables, CMD will use the CSS links and references supplied by Intel (if they exist).

Testing Requirements

CMD will perform primary compatibility testing on the platforms and browsers below. There will be some variation in the user's viewing experience between different platforms and browsers. CMD will test for basic compatibility over a sampling of platforms and browsers. CMD does not currently support Unix testing. If Unix testing is necessary, further discussion is required.

- Browsers: IE 6.0+ (JavaScript enabled)
- Platforms: Windows XP/ XP Pro, Windows Server 2003

Intel ICG - Event Campaign Management Budget

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