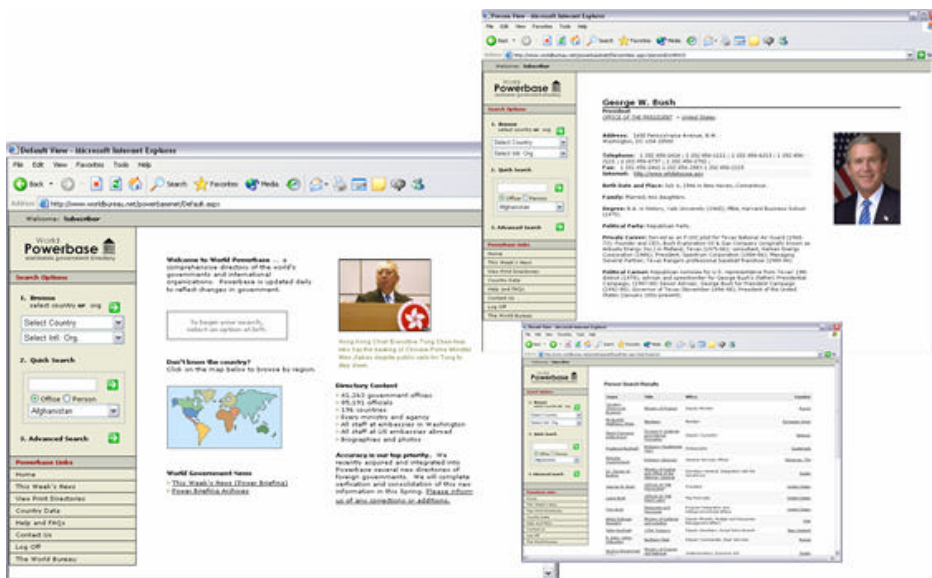




The World Bureau

Online Government Directory



July 28, 2003
Anant Systems, Inc.
<http://www.anantsystems.net>

“World Powerbase is a one-of-kind web-based resource with tremendous utility to corporate executives, government officials, business advisors, trade associations, and universities who operate internationally...”

-- Randy Miller, President, The World Bureau

Roadmap

Anant Systems undertook the development project and taking it through a rigorous 5 months of the development process and testing phases, it completed a solution that became an integral part of The World Bureau's corporate site and is known as World Powerbase Search Engine. What World Powerbase means to The World Bureau in terms of its added functionality and revenue is yet to be determined (launched on July 24, 2003) but the tremendous competence that enhanced The World Bureau's corporate presence, is unrivaled. The World Bureau is providing its updated information through this search engine, available to its online customers everyday. World Bureau acquired 3 Global Government Directories to create the first On-line Global Government Database. See what the corporate announcement of the site launch has to say about this cutting-edge search engine:

Washington, DC (July 24, 2003) -- The World Bureau, a Washington-based publishing company, today announced the expansion of its global government directory products with the introduction of World Powerbase, the first online database of the world's governments, leadership and staff, and the acquisition of three publications including Worldwide Government Directory.

“Our goal is to create the definitive directory and guide to the world's governments,” said Randy Miller, president of The World Bureau. “We have spent two years developing our Internet application and editorial system. We have merged the 6,200 pages of data in our five print directories into a sophisticated database available to our subscribers at their desks.

“World Powerbase is a one-of-kind web-based resource with tremendous utility to corporate executives, government officials, business advisors, trade associations, and universities who operate internationally,” said Miller. “In this era of globalization, we need the same tools abroad that we use here at home. That includes information about government agencies and decision makers.”

Goals & Objectives

Business Goals

World Bureau wanted to place its printed government directories online in a central database to provide real-time access to users.

User Goals

Users needed to find information about Countries, Government Offices, and related Officials quickly and easily.



Company Profile

[The World Bureau](http://www.worldbureau.com) is a leading publisher of global government directories.

Traditionally available in print formats only, World Bureau wanted to expand its presence in the growing global market by introducing its products online. They needed an end-to-end solution that would essentially incorporate an advanced search engine among other functionalities.

Web Site

<http://www.worldbureau.com>

Industry

Print and Online Government Directory Publishing

Technologies

ASP.NET / C#
Internet Information Server
SQL Server 2000
Indexing Server
Windows 2000

Analysis & Design

To design this application, Anant researched the Goals of the users and business. We looked at how World Bureau's customers currently used their directories. We wanted to make the online experience as easy as finding information in the printed books. Normally someone who is using the books goes about two ways to find information.

1. Index Lookup

Users first go to the index volume and look for a person or office name. From there they can find the Country and page numbers.

2. Browsing

Users first go to the book with the Country in which they are interested. From there, they can see the offices as well as the people in each office.

In order not to alienate current users, we set out to design the application to take these two tasks and make it as simple as possible online. We implemented the two tasks and allowed users to switch from one to the other seamlessly through navigational elements placed on the side bar.

The task of **index lookups** was implemented with two types of searches.

Quick Search

The Quick Search module was embedded in the side navigation to allow people to perform a Person or Office search whenever they wanted.

Advanced Search

The Advanced Search page was created to let users narrow their searches by entering whatever information they had.

The task of **browsing** was implemented with two interfaces.

Country/International Organization DropDown Menu

Dropdowns were also placed in the side navigation to let people jump to a Country of their choice.

General Browse

When users first enter the application, they are given the choice to perform searches or browse. When browsing, users can follow a click-path similar to this. (Screen Shots are in the Appendix)

Region >> Country >> Office >> Person

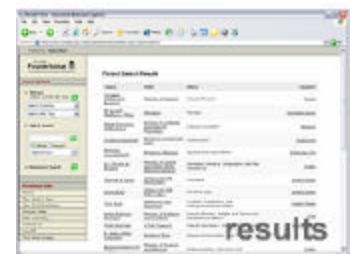
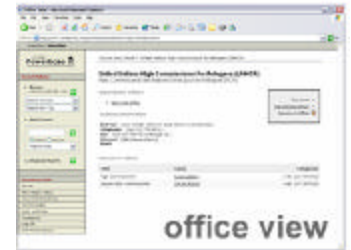
Since offices can have sub offices, a person might have more than 4 clicks before they get their information. We also embedded bread crumb navigation so that they could see the exact path that they followed.

Implementation & Development

Anant implemented this project using Microsoft's ASP.NET and SQL Server. SQL Server had been used in an earlier project to create the data entry application. We decided to use ASP.NET because of its inherent speed, caching abilities, and good connectivity to SQL server.

The pages of the application were developed using Dreamweaver MX. All data access components and business logic were developed using C# in Visual Studio.NET 2002. Most of the data access layer was implemented using Stored Procedures and Views in SQL Server. Because of the hierarchical structure of the data, we used the Full-Text indexing available in SQL for the search pages.

Screen Shots



Let's Talk.

Anant Systems is an information technology and management consultancy with a strong team of professionals that can deliver solutions of any size. Our specialty is analyzing and solving problems. Let's build a relationship, feel free to give us a call anytime. You can call us toll-free at **1.877.2626826** and get in touch with an Anant consultant. Our website is at <http://www.anantsystems.net>

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The screenshot shows the 'World Powerbase' website in Microsoft Internet Explorer. The browser address bar shows the URL: <http://www.worldbureau.net/powerbase/Default.aspx>. The page content includes:

- Search Options:**
 - 1. Browse: select country or org. Includes dropdowns for 'Select Country' and 'Select Intl. Org'.
 - 2. Quick Search: Includes a search box, radio buttons for 'Office' (selected) and 'Person', and a dropdown menu with 'Afghanistan' selected.
 - 3. Advanced Search: A button to access advanced search options.
- Powerbase Links:** Home, This Week's News, View Print Directories, Country Data, Help and FAQs, Contact Us, Log Off, The World Bureau.
- Welcome to World Powerbase ...** a comprehensive directory of the world's governments and international organizations. Powerbase is updated daily to reflect changes in government.
- Image:** A photo of a man speaking at a podium with a Hong Kong flag.
- Text:** Hong Kong Chief Executive Tung Chee-hwa who has the backing of Chinese Prime Minister Wen Jiabao despite public calls for Tung to step down.
- Directory Content:**
 - 41,263 government offices
 - 85,191 officials
 - 196 countries
 - Every ministry and agency
 - All staff at embassies in Washington
 - All staff at US embassies abroad
 - Biographies and photos
- Accuracy is our top priority.** We recently acquired and integrated into Powerbase several new directories of foreign governments. We will complete verification and consolidation of this new information in this Spring. Please inform us of any corrections or additions.
- World Government News:**
 - This Week's News (Power Briefing)
 - Power Briefing Archives
- World Map:** A world map with various countries highlighted in different colors.
- Country Selection:** A dropdown menu on the right side of the page showing 'Country' with options for 'Russia', 'European Union', and 'Belgium'.
- Search Results Table:**

| | | | |
|-------------------------|--|--|---------------|
| Prudence Bushnell | Embassy (Guatemala City) | Ambassador | Guatemala |
| Nicholas Quackenbush | Embassy (Nassau) | General Services Officer | Bahamas, The |
| Dr. Farouk al-Bushra | Ministry of Justice and Office of the Attorney General | Secretary General, Integration with the Jamahiriya | Sudan |
| George W. Bush | OFFICE OF THE PRESIDENT | President | United States |
| Laura Bush | OFFICE OF THE FIRST LADY | The First Lady | United States |
| Tom Bush | Manpower and Personnel | Program Integration and Intergovernmental Affairs | United States |
| Abdul Rahman Bushahr | Ministry of Defense and Logistics | Deputy Minister, Budget and Resources Management Affairs | Iran |
| Peter Bushnell | +The Treasury | Deputy Secretary, Social Policy Branch | New Zealand |
| R. Adm. Viktor Dubushev | Northern Fleet | Deputy Commander, Rear Services | Russia |
| Bashra Mohammad Salah | Ministry of Finance and National | Undersecretary, Economic Aid | Sudan |