

AARP

American Association of Retired People is non profit organization championing the cause of senior citizens.

Business Situation

- To develop a community portal that can forge a sense of community identity.
- To provide facilities for data mining and analysis using the community user profiles discussion boards and activity logs.

Solution

- A community portal for AARP with facilities for data mining and analysis
- Highly scalable and extensible architecture
- Constructions of multidimensional cubes using Analysis Services from the Activity login, Member Profile, Member history and interaction history
- Design and development of standard set of report layouts and templates
- Provision for integration of new report layouts in a seamless manner
- Provision for absorbing evolution of new multidimensional cubes
- Design and development of a web service framework for exposing the Business Intelligence data as a web service.