



Case Study: MyWeddingChoices.com

Wedding Vendor Jumps Three Years Ahead of Business Plan

Situation: MyWeddingChoices.com is a national wedding internet directory that sharpens the local focus on finding a comprehensive list of wedding professionals in the bride's local area. This focus assists in locating and learning about products and services for a bride's big day. Registered brides find local businesses that can help them with their wedding plans and see ratings posted by other local brides.

This new internet startup company had a vision of a Wedding Services Provider Directory which was brought to life with the assistance of FlexiSTAR and STAR BASE Consulting, Inc. MyWeddingChoices.com founders had no technical resources, just an idea, and needed STAR BASE to work with them from the ground up.

The system needed to have five areas of functionality:

- A "local" flavor, yet be used on a national level.
- A search engine with priority given to paid advertisers at a number of levels, categorization, with regional scope
- Provide for bridal registration and a regional calendar for informing the brides of special events.
- Offer subscribers their own websites that were easily maintainable as part of their premium subscription.
- All sites are integrated within the search engine to provide easy access for the end user viewing needs.

Technology: Lotus Domino, Custom Java & LotusScript agents, Windows 2000, Javascript, HTML, FlexiSTAR &

FlexiCC systems for advertiser sites as well as defining the style of the search engine and SQL maintenance tools, and Microsoft SQL Server as the back-end relational database

Solution: STAR BASE Consulting, Inc. proudly presents <http://www.MyWeddingChoices.com>. This live system was developed with a seamlessly integrated front end and back end to manage the entire business for MyWeddingChoices.com.

The front end consists of a portal for each group of brides, sales representatives, merchants and vendors along with advertising displays. The back end consists of management systems for territory and sales representatives groups as well as an overall corporate control system. This mission critical system is hosted by the Riverwatch Group out of Covington, KY. The entire business and site is managed without technical resources at MyWeddingChoices.com. Sufficient training of the corporate people was provided to allow their internal staff to then train marketing representatives. Those representatives sell and train the advertisers on how to develop their new web sites.

According to one of the Founders of MyWeddingChoices.com, the FlexiSTAR product and STAR BASE Consulting's development team put them three years ahead of where they thought they would be according to their business plan.

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