

# Effective Intelligence

*Effective Intelligence is an IT company offering a broad range of consumer information management services*

## About Effective Intelligence

Effective Intelligence was founded in 1998 with a driving factor being, to create a technology platform that could help manage and improve the databases of consumer information that were growing in companies around South Africa.

*“EI is very proud to carry the flag in South Africa & we are eagerly looking forward to African penetration of EI services with ZK”*



Login	
User Name	<input type="text"/>
Password	<input type="password"/>
<input type="button" value="Login"/>	

With the increasing need for data quality and the lack of tools to support these actions, Effective Intelligence released its flagship data quality management tool, InfoArchitect in 2002.

EI now offers a broad range of consumer information management services including solutions for targeted prospecting, intelligent enhancement of customer contact data as well as the technology for managing it and online verification services.

## The Project - BASIL

The upcoming project utilizing ZK - BASIL will follow InfoArchitect in bringing large scale standardization to companies and facilitate better project management processes, reporting, resource management and client invoicing.

With the introduction of BASIL, the first benefit to be achieved will be the visibility of all projects and jobs. Not only will this enable a company to better track the projects that are currently running but the cost benefit reporting that can be achieved directly from the implementation thereof will occur in a fraction of the time that it currently takes.

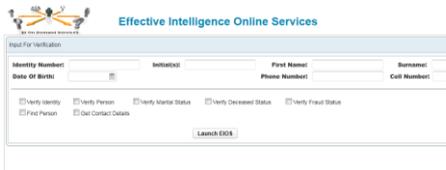
The fact that projects can now be remotely initiated not only saves time but also increases productivity as notification of changes are immediately sent to responsible parties. Moreover, full project lifecycle is available in a graphical format without the need of a project manager. Department managers are able to view past projects histories and thereby implement improved strategies for project delivery. With the global resource allocation in place, it becomes easy to alleviate the instances of over-scheduling resources.v

## The Architecture

The architectural design selected for this project is standard MVC. ZK plays as the role of the graphical layer for the project and will be moved for Android with further iterations of this project.

At the back-end, Java EE and Glassfish V3.1 are installed as the application server. Raw JPA is used while Hibernate is occasionally adopted.

More emphases have been placed on security therefore all data and web service calls have been encrypted. Communications run over SSL and finally the actual server hosting it are all encrypted as well.

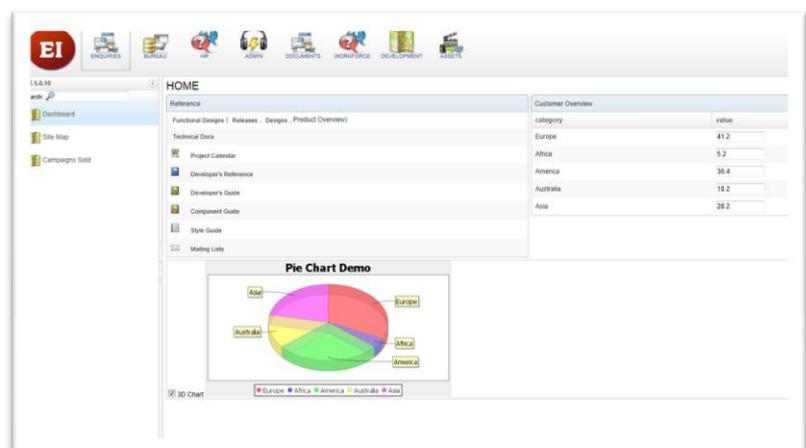


## The Challenge

Since we are a small development team, one of the first challenges faced was the different levels of experience with web frame works within EI.

The fact that there is a wealth of tutorials and documentation for ZK makes it easier for new developers to learn as they work

Another challenge expected is educating all parties of the capabilities of BASIL and web applications in general. This will be a rather large company culture change from traditional paper and desktop application based work to streamline web application.



## Why ZK

EI used the following criteria when during evaluation;

- Flexibility
- Light weight
- Server driven
- Fast to implement
- Well documented
- Active online user community
- Shallow learning curve
- Easy and quick to change look and feel

*“ZK gives the developer freedom to extend and thereby create custom company widgets without losing any of the power of ZK “*

The screenshot displays the 'Effective Intelligence On Demand Services' web application. It features a navigation menu with the following items: 'Input For Verification', 'Personal Information', 'Address Information', and 'Contact Number Information'. Below the menu, there are two main sections: 'Landline Number' and 'Cell Phone Number'. Each section includes a 'Current' field, an 'Occurrences' list, and a 'History' table. The 'Landline Number' section shows a current number of 0216707720 and a history table with three entries. The 'Cell Phone Number' section shows a current number of 0216707720 and a history table with three entries.

Landline Number	Source Date
02122140520	2019/01/28
0216887459	2019/01/28
0216885471236	2019/01/28

Cell Phone Number	Source Date
0721863906	2019/01/28
0623366596	2019/01/28
07412548554	2019/01/28

After an evaluation of many products the top contenders were SmartGWT, Wicket and ZK. ZK fulfilled all of the above requirements and so much more.

ZK did not require previous experience using web frameworks and the fact that it didn't have tons of configuration files to compose before development starts really works well in EI's environment.

Not only is ZK able to build a flexible and light weighted web applications, ZK also removed the need for writing cross browser compatibility CSS!

The framework also has a large collection of ready-to-use widgets, established connections to other frameworks (Spring) and the very detailed online ZK sample application which gave ZK a very cheeky edge above the rest.

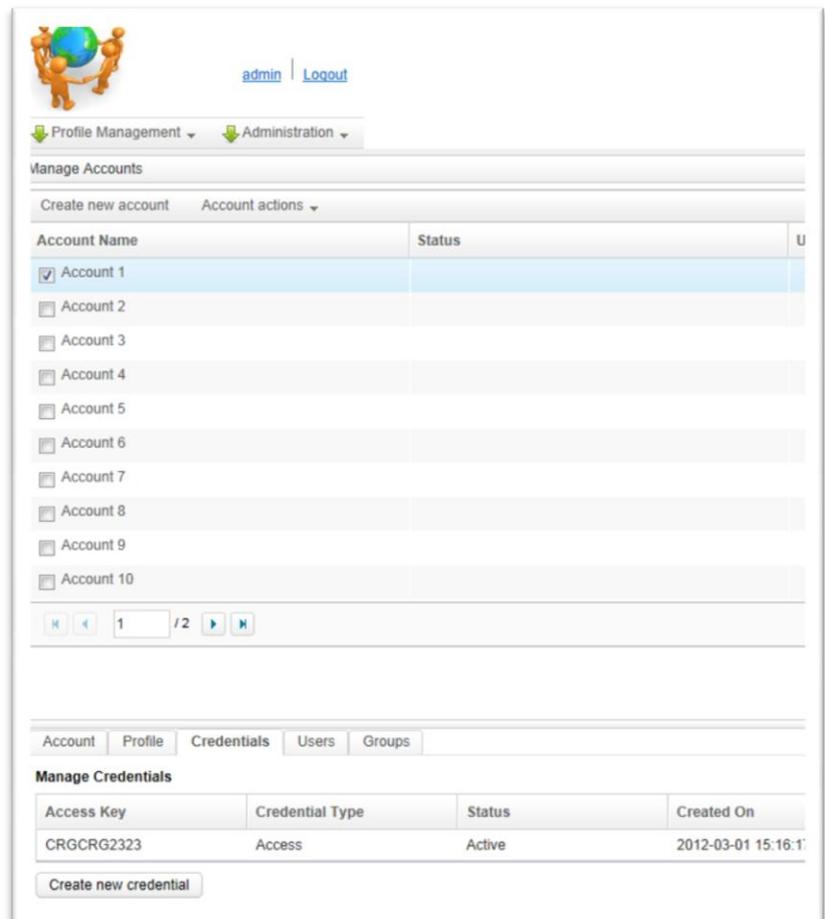
Navigation and layout samples reduced time of production considerably as well as the active online community which really gave developers confidence in the product.

Apart from this, the fact that ZK is server centric is one of the things that really stood out for us. We are able to still continue development on our enterprise applications but now with ZK we have the portability to reach more clients at a smaller cost to the client. By primarily being server centric, ZK already has inherent security. As stated before, security is one of our main concerns.

ZK gives the developer freedom to extend and thereby create custom company widgets without losing any of the power of ZK. Our developers really enjoy the fact that we can create rich internet applications without the needing extra time to code JavaScript as well as backend components or having any prior knowledge of Ajax.

ZMUL is so easy to learn that creating and editing application pages are not laborious or majorly time consuming as with other web frame works.

The other factors that we love of about ZK is the continual improvement of the core libraries, very active and supportive online community and growing device support



The screenshot displays a web application interface with a navigation bar at the top. The navigation bar includes a logo of three figures holding a globe, the text "admin | Logout", and two dropdown menus: "Profile Management" and "Administration". Below the navigation bar, there are two main sections:

**Manage Accounts**

This section features a "Create new account" button and an "Account actions" dropdown. It contains a table with the following columns: "Account Name", "Status", and "U". The table lists ten accounts, with "Account 1" selected (indicated by a checked checkbox). Below the table is a pagination control showing "1 / 2".

**Manage Credentials**

This section has tabs for "Account", "Profile", "Credentials", "Users", and "Groups". The "Credentials" tab is active, showing a table with the following columns: "Access Key", "Credential Type", "Status", and "Created On". The table contains one entry: "CRGCRG2323", "Access", "Active", and "2012-03-01 15:16:1". Below the table is a "Create new credential" button.

## The Result

EI is very proud to carry the flag in South Africa and we are eagerly looking forward to African penetration of EI services powered by ZK. Phase one release is planned for June 2012 reaching not only internal clients but BASIL will also be available to new partners in India.

### About ZK

Potix Corporation develops and supports ZK, the #1 Ajax solution on SourceForge.net, the world's largest open source host. ZK has more than 1,500,000 downloads since its first release in late 2005. ZK is deployed by a large number of Fortune Global 500 companies, including Deutsche Bank, Barclays, Sony, Sun Microsystems and Toyota, providing them with the ability to rapidly create rich Ajax enterprise level applications.

### Contact us

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