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The Planet Project

Building Global Systems in Record Time

From November 15 through December 7, 2000, the Planet Project (www.planetproject.com) made history as the world's largest interactive Internet-based poll, reaching people from more countries and cultures than had ever been previously attempted. 1.2 million people from more than 250 countries took the poll in eight languages, answering questions about what their experiences as a human being at the beginning of the new millennium. The Planet Project gave people around the world their first opportunity to share views and opinions, and then instantly compare their responses with people of other nations, ages and gender.

As the Official Systems Management Provider, Euphorion played a pivotal role in ensuring the successful outcome of the Planet Project. The company assembled a world-class team comprised of senior technologists, project managers and business analysts possessing diverse skill sets and extensive knowledge of complex web technologies. The team operated as a single unit to investigate, analyze, and solve highly complex problems within exceptionally short time periods.

Euphorion's Services

The most *visible* aspect of the contribution that Euphorion made to the Planet Project was the development of the user interface that millions of visitors used during the extraordinary four-day event. However, the contribution went far beyond that.

- Using e-Blox technology, Euphorion developed and deployed an emergency backup registration system in one week. The system enabled thousands of users to sign up for the event, even though the site was scheduled to be unavailable due to a full stress test being conducted on the production systems.
- Euphorion architected, developed and launched a complete backup system, distinguishable from the large, complex primary system only by better response times. The Euphorion system went from concept to delivery in four weeks. It used a smaller, streamlined engine to provide the same functionality and better performance at a fraction of the network and computing power required by the primary system.

The Euphorion backup system went from concept to delivery in four weeks and was virtually indistinguishable to the user.

- When several, severe problems with the primary network and computing systems threatened the project, Euphorion's backup system allowed users to complete surveys, making the failures and outages virtually invisible.
- While one Euphorion team managed the transition to the backup system, our team of expert network engineers made repairs and adjustments on the primary systems, helping to solve the problems and restore the primary system to functionality.
- Euphorion's project management expertise enabled clear filtering, communication and tracking of thousands of highly dynamic technical tasks such as language translation to eight different languages, web design and front-end system deployment. These tasks were completed on schedule and to rigorous quality standards.
- Euphorion's quality control team increased the usability of the Planet Project site by rigorously checking and rechecking the site on a multitude of platforms, systems, and in all languages. Their round-the-clock work ensured that the site was launched and repaired very quickly.
- Euphorion provided 24-hour system monitoring, administration and intelligence services and deep technical support to ensure that the Planet Project site was available all around the world and performing to acceptable standards. As a result, data could be continually analyzed for valuable statistics and insight.

More than 1.2 million people from more than 250 countries (including nations like Swaziland, Gibraltar, Yemen, Turkmenistan, Papua New Guinea, and Greenland) took the poll and answered a combined total of 43,213,650 poll questions. The Planet Project was such a tremendous success that it was extended for several months after its original end-date.

Euphorion was trusted with the development, hosting and management of the extended web site as well as the subsequent post-event site.

What can Euphorion do for you?

Euphorion, Inc.
1900 McCarthy Blvd.
Suite 204
Milpitas, CA 95035,

Telephone:
USA-408-894-6800

Fax:
USA-408-894-6899

Email:
info@euphorion.com

Web Site:
www.euphorion.com