

# Application Team Handover Workshop

Prepared by Elizabeth Fox & Manasa Denning

July 25, 2012



# Agenda

- Company Overview & Team Intros (all)
- Review of product & service
  - High level marketing (Elizabeth)
  - High level system design (Manasa)
- Review of documentation
  - Operations Manual (Manasa)
  - Hosting Document (Manasa)
- Procedure for Redeploying Sites
  - TSA re-deploy general + content (collaborative)
  - Optus re-deploy general + ??? (collaborative)

# Introduction



# Company & Team Contacts Overview

- Overview

- Founded: 2002
- Headquarters: Los Angeles, CA - US
- Core Competencies: Deep experience in Digital Media Management and Reseller Technology Partnership

- Team

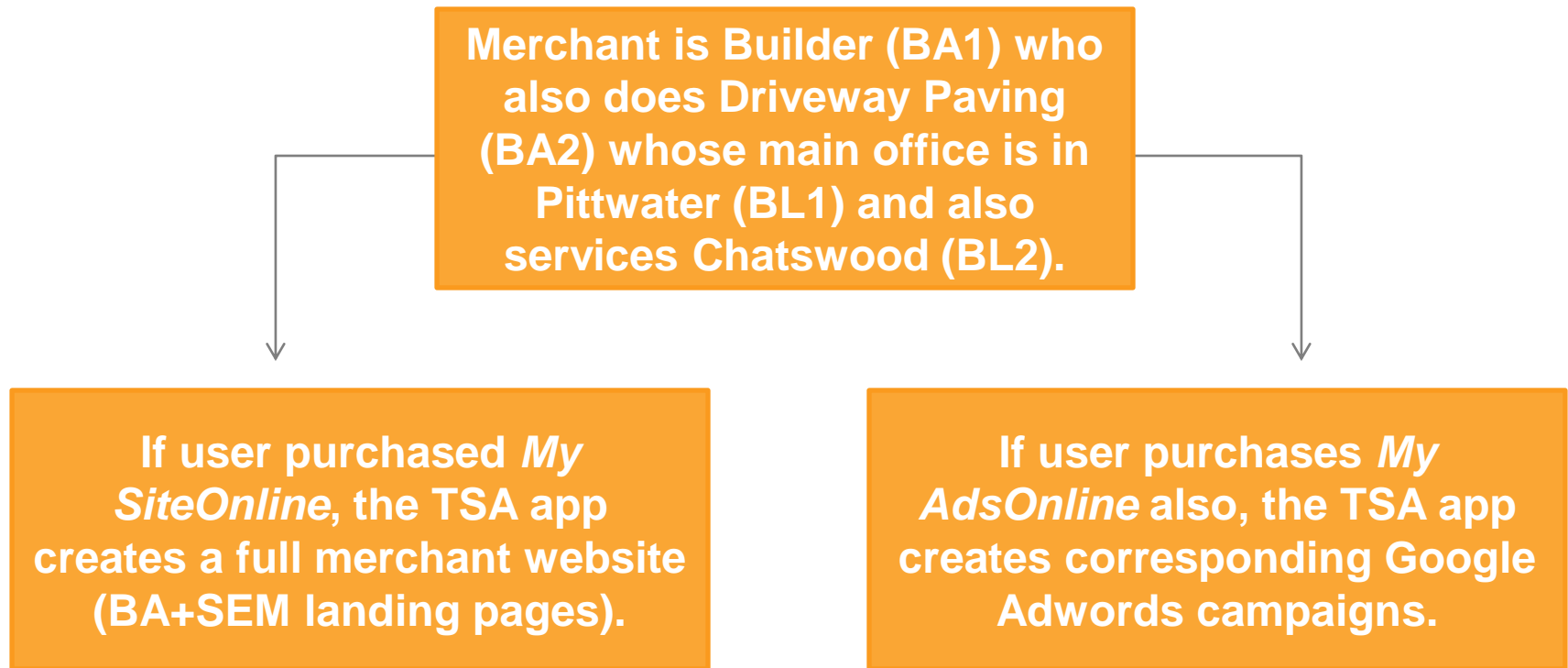
- 8 offices worldwide (US: Los Angeles, San Francisco, Baltimore, Rhode Island, UK: London, India: Bangalore, Canada: Toronto)
- Sydney office primary contact for Optus, with additional tech support from Rhode Island
  - Elizabeth Fox | *Director of Client Services*
    - Mobile: +61 423 322 403
    - Email: [elizabeth.fox@theseagency.com](mailto:elizabeth.fox@theseagency.com)
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    - Email: [manasa.denning@theseagency.com](mailto:manasa.denning@theseagency.com)

# Product & Service Review



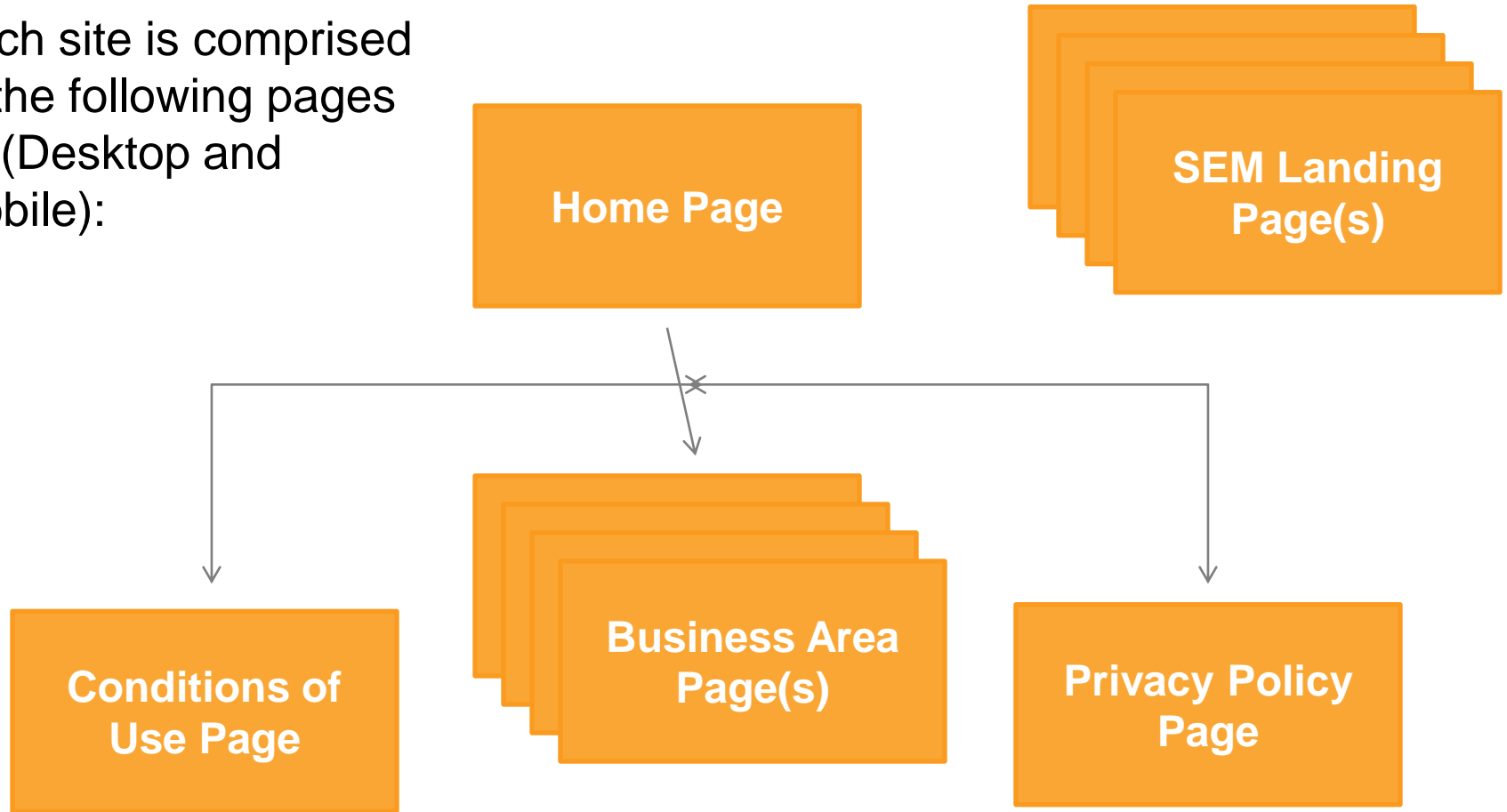
## High Level App Activities

The TSA application creates merchant lead generation websites (*My SiteOnline*) and Google Adwords campaigns (*My AdsOnline*) based on inputs from the merchant (Business Areas [BAs] & Business Locations [BLs]).



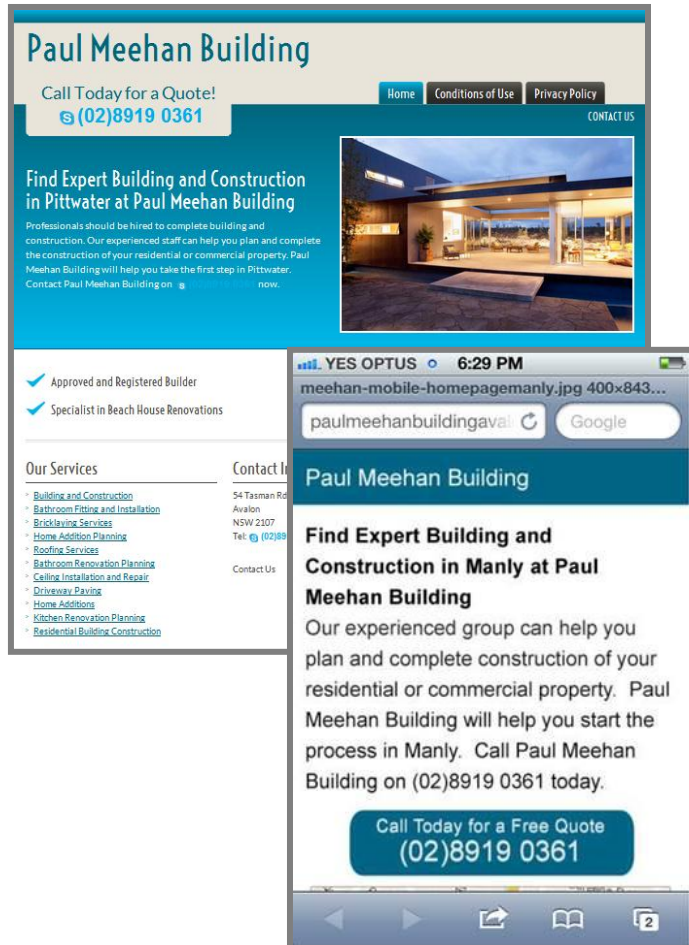
## Structure of *My SiteOnline* Websites

Each site is comprised of the following pages x2 (Desktop and Mobile):



## Real World Site Example: Paul Meehan Building

Paul Meehan Building  
([www.paulmeehanbuildingavalon.com.au](http://www.paulmeehanbuildingavalon.com.au)) is  
an example of a large site.



- Desktop Site:
  - 11 “BA” pages – Primary BA + Primary BL
  - 44 “SEM” pages – BA + BL
  - + conditions of use and privacy policy
- Mobile Site:
  - 11 “BA” pages – Primary BA + Primary BL
  - 44 “SEM” pages – BA + BL
  - + conditions of use and privacy policy



## Structure of *My AdsOnline* Adwords Campaigns

Each merchant SEM account is comprised of the following campaigns x2 (Desktop and Mobile):

**Brand Campaigns**  
**“Paul Meehan Building”**

Manually created by  
TSA editors.

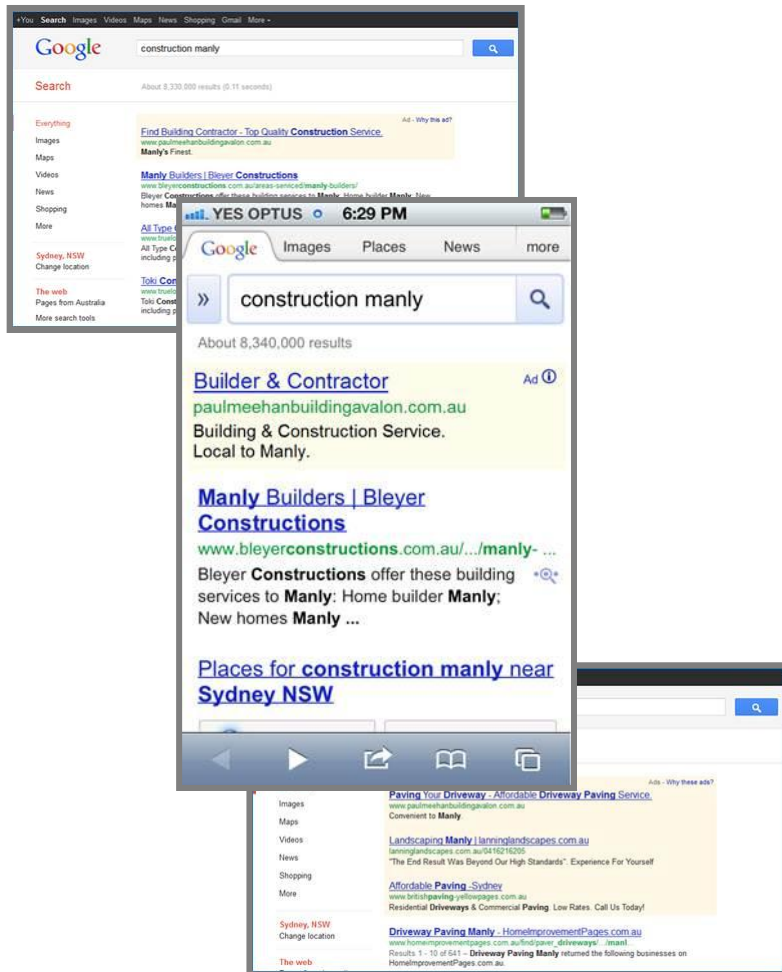
System-created by  
TSA app.

**Geo-Modified Campaigns “builder manly”**

System-created by  
TSA app.

**Geo-Targeted Campaigns “builder” targeted to manly**

## Real World Adwords Example: Paul Meehan Building



Merchant campaigns are created via a combination of Business Areas (BAs) and Business Locations (BLs), and one merchant can have many, many campaigns. Paul Meehan has 11 BAs and 4 BLs :

- Desktop:
  - Geo-modified – 44 campaigns
  - Geo-targeted – 44 campaigns
  - Brand – 4 campaigns
- Mobile:
  - Geo-modified – 44 campaigns
  - Geo-targeted – 44 campaigns
  - Brand – 4 campaigns

# System - Marketing

Google

driveway paving pittwater

Search

About 1,010,000 results (0.37 seconds)

Web

Images

Maps

Videos

News

Shopping

More

Sydney, NSW

Change location

The web

Pages from Australia

More search tools

Ads related to driveway paving pittwater

Why these ads?

**Driveway Paving - Driveway Design & Construction**  
[completesurroundslandscaping.com.au/](http://completesurroundslandscaping.com.au/)  
Specialists in Sydney - Call Today!

**Concrete Driveways Sydney**  
[www.concretedrivenwaysydney.com.au/](http://www.concretedrivenwaysydney.com.au/)  
Residential & Commercial Driveways Sydney. Fast, Free, Friendly Quotes

**Driveway Paving Sydney - Tired of the Same Garden?**  
[www.landscaping-services.com.au/](http://www.landscaping-services.com.au/)  
Our Team Can Solve Your Problems. Call Now!

Ads - Why these ads?

**Quality Driveways**  
[www.wizcrete.com.au/driveways](http://www.wizcrete.com.au/driveways)  
Residential & Commercial Experts  
Quick Service & Best Price

**Need An Asphalt Driveway?**  
[centrelinedrivenwaysydney.com.au/](http://centrelinedrivenwaysydney.com.au/)  
Asphalt Driveway Pavers. Industry Leaders for 20 Years. Free Quotes!

**Driveway & Road Building**  
[www.abbaslandscapeandconcrete.com.au/](http://www.abbaslandscapeandconcrete.com.au/)  
Quality Concrete Paving That Lasts. Call To Discuss Today!

**Sydney Sealing Solutions**  
[www.sydneysealingsolutions.com.au/](http://www.sydneysealingsolutions.com.au/)  
Don't Waste Money On Supermarket Products. Specialist Driveway Sealer

**Premium Driveway Pavers**  
[www.marbleceramiccorp.com.au/Pavers](http://www.marbleceramiccorp.com.au/Pavers)  
July Sale: 25% Off on Quality Paver Travertine, Marble, Limestone Paver  
33-35 Green Street, Botany NSW (02) 9666 3800 - Directions

**Sydney South Concreting**  
[www.olympicconcrete.com.au/](http://www.olympicconcrete.com.au/)  
New Driveways & Resurfacing  
15 years experience

**Need Your Driveway Paved?**  
[www.britishpaving-yellowpages.com.au/](http://www.britishpaving-yellowpages.com.au/)  
Professional Driveway & Commercial

**Driveway Paving in Warringah - Paul Meehan Building Is Here for You**  
[www.paulmeehanbuildingavalon.com.au/drivewaypavingpittwater.ht...](http://www.paulmeehanbuildingavalon.com.au/drivewaypavingpittwater.ht...)  
Common paving procedures include over paving and completely redoing a driveway. If you need driveway paving in Pittwater, choose Paul Meehan Building.

**Pittwater Council Website-Road Reserves & Driveways**  
[www.pittwater.nsw.gov.au/local.../working\\_on\\_road\\_reserve?...](http://www.pittwater.nsw.gov.au/local.../working_on_road_reserve?...)  
2 Apr 2012 - In April 2012 Pittwater Council adopted the new Pittwater Road ... for Cosmetic Driveway (UEA304) - for stamped or paved driveways in lieu of ...

**Pittwater Council Website-Street Tree and Pavement Replacement ...**  
[www.pittwater.nsw.gov.au/.../street\\_tree\\_and\\_pavement\\_replacement...](http://www.pittwater.nsw.gov.au/.../street_tree_and_pavement_replacement...)  
Replacement of street trees and pavement maintenance in the centre of Old ... Traffic Roadways, Driveways and Footpaths - Road Safety in Pittwater - Footpath ...

**Asphalt and Bitumen Paving in Pittwater Council, NSW - Yellow Pages**  
[www.yellowpages.com.au/find/asphalt...paving/pittwater-council-nsw](http://www.yellowpages.com.au/find/asphalt...paving/pittwater-council-nsw)  
40+ items - Find Asphalt and Bitumen Paving in pittwater council nsw in ...  
North Shore Paving Co Pty Ltd All Pavements, Anywhere, Anytime, Civil ...  
Asphalting By Spencers Asphalt - Driveway, Footpath & Carpark. Repairs ...

Keyword typed in by searcher.

Paid SEM Ad area where merchant ads will show depending on a range of factors.

Natural/Organic results area where merchant websites are optimised to appear over time.

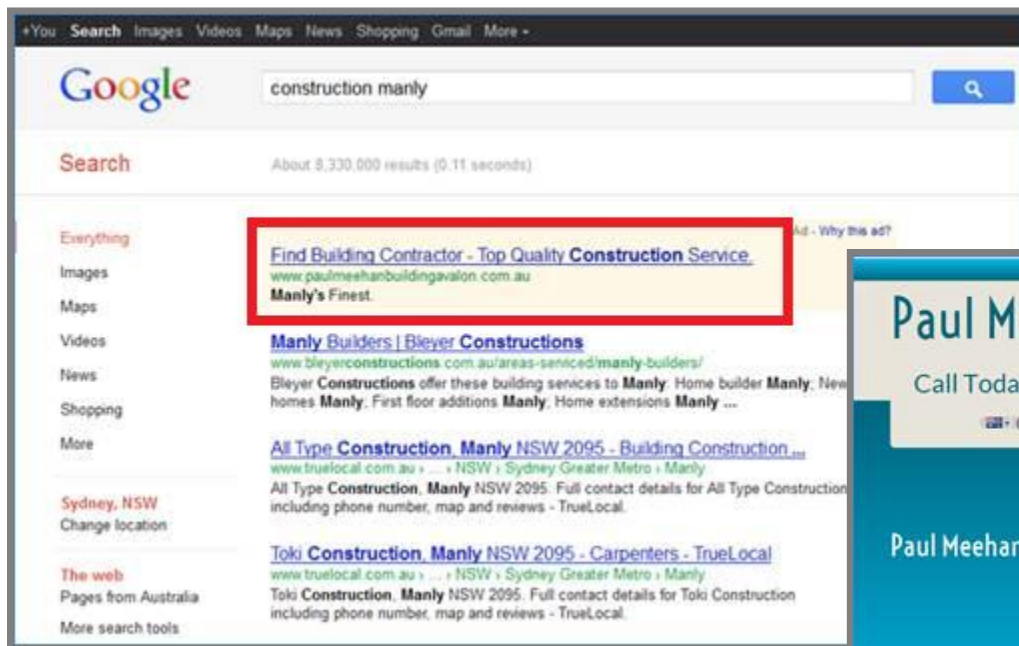
## Paths to a Website – Natural/Organic Results; Desktop

User arrives by clicking on a natural search result in Google.

Google search results for "bathroom renovations warringah". The search results show several ads related to bathroom renovations, including "Small Bathroom Renovation | IdealBathrooms.com.au", "Bathroom Renovation \$44/H | ServiceSeeking.com.au", and "Bathroom Quotes - Compare Bathroom Renovators". The natural search result, "Bathroom Renovation Planning in Warringah - Paul Meehan Building", is highlighted with a red box. A large grey arrow points from this result to the right, where a screenshot of the Paul Meehan Building website is shown. The website features a blue header with the company name and navigation links. The main content area includes a search bar, a contact number, and a description of bathroom renovation services. The footer lists "Our Services" and "Contact Info".

## Paths to a Website – Paid Results; Desktop

User arrives by clicking on a paid search result in Google.

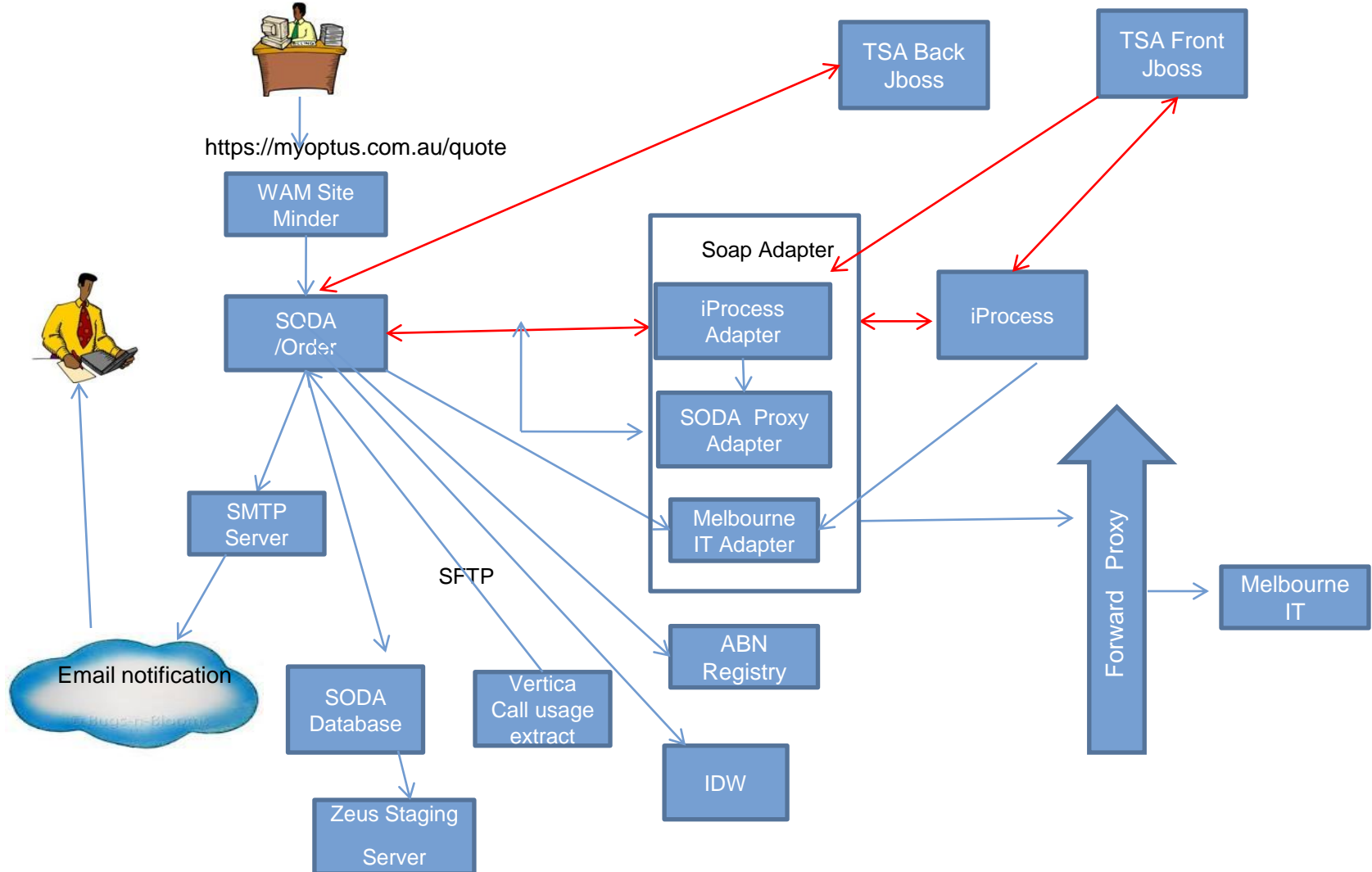


## Paths to a Website – Paid Results; Mobile





# System - Design



# System - Design

Server	Components	Description
Web service & DB servers	Front JBoss AS Cluster	Balanced, clustered web services which serves as the primary endpoint for incoming requests. These servers serves as the interface to Optus systems
	Front Percona/MySQL DBs	Balanced, redundant DB server which houses all content, templates, and customization settings.
	Self Service UI	Balanced, redundant customer-facing self-service web application.
Reporting application server Data processing server	Optus Data Feeds	Produces performance .csv data feed files
	Back JBoss AS	Reporting server for historical performance data, scheduling, etc.
	Data Staging and Datamart Percona/MySQL DB	Used for staging and aggregating performance data for outbound datafeeds as well as hosting customer and reseller datamart tables.
AdMax processing server	Daily data processes	Processes daily search engine, pixel, and call tracking data
	Budget Update	Processes performance data from previous days and updates Google with new budgets and bids. Also serves to produce daily outgoing data feeds (to Optus).
Bidding/budgeting server	AdMax Listener	Processes all AdMax requests related to the SEM campaigns and communicates with Google
Global and Account Database server	Acct. Percona/MySQL DB	Database which stores all account configuration data (Shard #1)
	Global Percona/MySQL DB	Global DB which stores data shared across all shards. <i>Note: This instances runs on port 3306.</i>
Warehouse Database server	WH Percona/MySQL DB	Warehouse which stores all historical performance data (Shard #1). <i>Note: This instances runs on port 3307.</i>
Monitoring server	Monitoring Software	Monitors the system and alerts on issues
Pixel Tracking server	Pixel recording software	Serves tracking pixels and records hits
End-customer Web servers	Website Web server	Hosts customer websites and SEM landing pages.

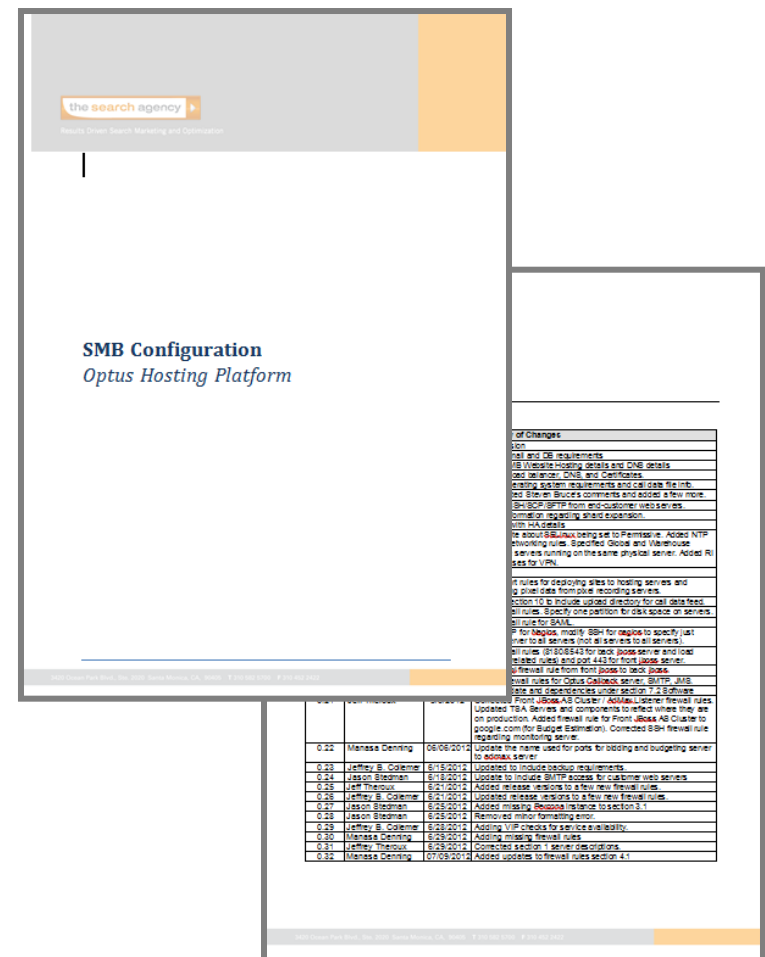
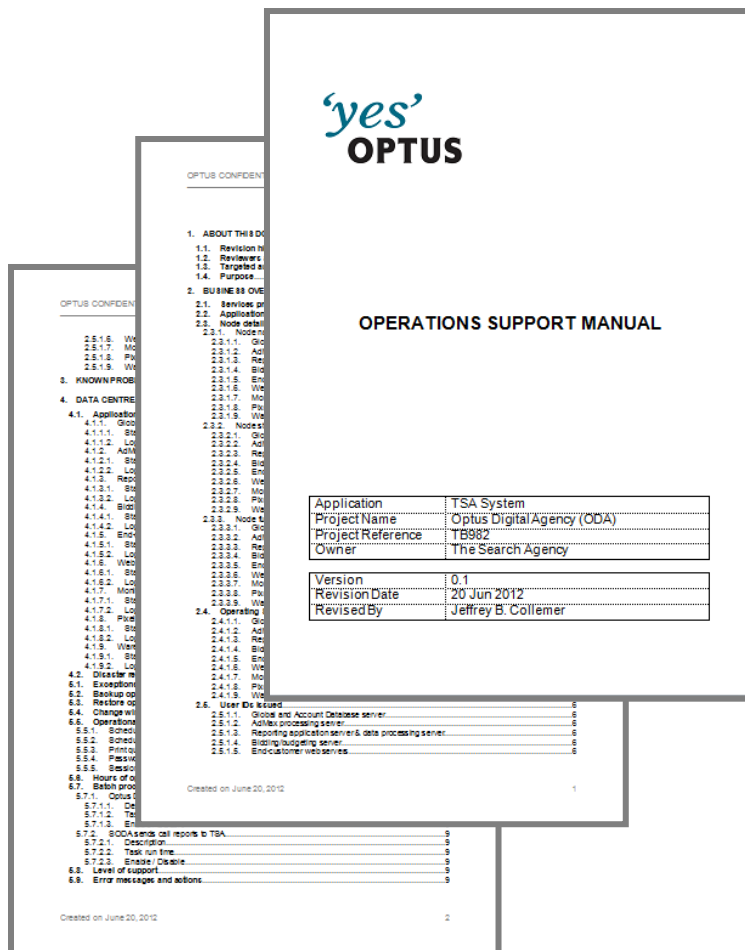


# Documentation Overview



# Documentation Overview

## Refer to Operations Manual & Hosting Document



# Deploying Sites Procedure



# Procedures

- Discuss procedure for redeploying sites
  - TSA re-deploy
    - General: The JBoss server is down and a site needs to be deployed or re-deployed.
    - Content: Content needs to be amended, and site needs to be re-deployed.
  - Optus re-deploy general + ??? (collaborative)
    - An error was made when provisioning an order in SODA. This is fixed in the SODA DB, and the site needs to be re-deployed.
- Discuss procedure for raising an RFC
  - TBD