

eventIQ expert

Technology Fact Sheet

eventIQ expert is an internet website and service that helps organize guests for get-togethers, like parties, meetings, fundraisers, parent-teacher interviews and sports sign-ups, by managing the invitation, RSVP and confirmation process. It is easy to setup and use and already has a loyal following. Try it yourself on www.skOOchie.com

This sheet addresses concerns a technical individual might have in reviewing the application for use by organizers within their organization.

eventIQ expert is designed to be easy to setup and use. eventIQ expert uses technologies that ensure:

- flexibility – capable of in a number of server configurations
- easy access - by a wide variety of users using a wide variety of computers and applications
- scalability – eventIQ expert handles many organizers and guests
- security – information is stored and communicate securely
- Integration – with email, web browsers, and desktop apps (contact managers, spreadsheets, word processors)



www.skOOchie.com

Architecture Overview





- eventIQ expert was developed using Object Oriented Programming within PHP 5.
- eventIQ expert was designed using the MySQL database, and can be deployed with other databases.
- All data is stored so that it is not publicly viewable on the internet.
- It is capable of working with security certificates and operating within a secure socket layer (SSL) for added privacy.
- It is designed to integrate with desktop applications, contact managers, and CRM and SFA solutions.

Core to the architecture are templates, the mechanism for customizing both the organizer setup and the guest invitation – response – confirmation experience.

Template Overview

Templates are the presentation layer that provides the mechanism for customizing the user experience. Templates can be created and inserted into eventIQ expert by graphic designers and power users. Each of these is constructed using XML (extended from XHTML) for a very dynamic look and feel.

Within a template, there are 4 major areas:

| | | | |
|---|---|--|---|
|  |  |  |  |
| 1) Setup | 2) Invitation | 3) Response | 4) Confirmation |

The Template framework allows creation of a get-together framework specific to an organizations needs. Templates are deployed to match an organizations brand identity (look and feel), and to match an organization’s specific business uses and processes. Templates are then posted and shared with organizers who use them to setup get-togethers. Templates are designed to be created by designers and powers users; limiting the scope of specialized knowledge in which a designer needs to be trained.

New templates can be created quickly using our Standard Template tool. The standard template allows an overall look and feel and business processes to be applied to each of the 4 areas above, and then changed using graphic design tools (e.g. Photoshop). The text is changed using XML editors (e.g. XML spy).

Templates can also be copied, modified and uploaded, which gives a user the benefit of changing the order of information, applying further styles, really anything that can be done in HTML editing tools (e.g. Dreamweaver)

Deployment flexibility

You can use eventIQ expert in the following ways:

- using your own internet servers (MS Server 2003 and IIS 6 or Linux or BSD with Apache)
- hosting it with an internet service provider,
- as a service that we provide on www.skOOchie.com. (Application Service Provision model)

All of these options give you the same robust eventIQ expert functionality, allowing your users to focus on using eventIQ expert, and not worrying about installing or configuring software.

Minimum Sever Software and Hardware Requirements



- Pentium 3 @ 700 MHz, running your favorite Distro of Linux
- A minimum of 256 MB RAM
- PHP 5.0.4
- Apache 2 with SSL support and SOAP
- MySQL 4.3

Organizer and Guest Computer requirements

eventIQ expert works in a wide variety of computing environments from both old and new.

Minimum Organizer Client Hardware Recommendations

Any computer with a modern OS, such as Windows 98 or a Macintosh with OS X

- Internet Connection (we recommend a high speed connection which makes all internet activity more enjoyable)
- Internet Explorer 5+, Firefox, Safari, or Opera (Generally a browser that supports CSS and Javascript)
- Email application capable of receiving HTML is required to receive eventIQ expert invitations and responses



Minimum Guest Hardware Requirements



- Any computer with a operating system that supports a modern web browsers (Windows 98,Macintosh OS X, Linux)
- Internet Explorer 5+, Firefox, Safari, or Opera
- Internet Connection
- Email application and a web browser is required to experience the full eventIQ expert automated invitations and responses

Guests can interact with organizer directly without having any software or knowledge of computers (organizer can send out printed invitations or phone to invite guests)

Security

We have been very careful in selecting technologies and implementing requirements so that the security of your eventIQ expert organizer and guest data is maintained at industry recommended levels or higher without sacrificing functionality.

Client Security

- Client communicates with the service by a web browser and email. No services are installed on the client.
- Strong passwords are provided by default, but are not enforced.
- No contact information is uploaded to the eventIQ expert server to send invitations. Invitation emails are sent using the organizer's own email client.
- Guest responses and guest list are stored on the eventIQ expert server for the duration of the get-together, and are queued for deletion 1 week after the get-together start date.

Server Security

- The Organizer account is password protected and is created initially via a unique random password generator. Each time a new organizer is added to the system, their email account is verified to ensure existence and enable eventIQ expert to organizer communication in a secure fashion.
- Credit card information is not stored nor allowed on the eventIQ expert server. In future releases, third party payment gateways are used to process credit-cards online.

Secure Communication

- Communication between the client and server can be encrypted (128 bit SSL). This means that any information that is collected on the server is securely transferred to the client machine, so sensitive or private information that may have been collected stays private.
- Since eventIQ expert is a web based application, the ordinary web service ports need to be available. The standard ports 80 (http) and 443 (https) if SSL is desired are used.
- Communication between server and MySQL database is done through port 3306 when the database is hosted separately from the web server.
- Payment Information between eventIQ expert server and payment gateways servers are encrypted using SSL.

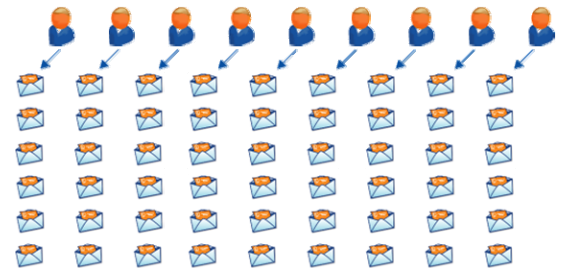
Scalability

eventIQ expert has been designed and tested to ensure scalability. The system has been stress tested to 20 concurrent users with 100% throughput, which will **allow 600 organizers to setup a get-together every hour** and **3,600 responses to a get-together each hour**.

eventIQ expert can also be configured to deploy in a clustered environment to:

- replicated data servers
- clustered web servers
- distribute the server loads appropriately when server demand is high.

This redistribution of load occurs without any disruption of any kind to existing get-togethers.



Third Party Integration

eventIQ expert integrates seamlessly with email applications, contact managers, spreadsheets and CRM applications. The only required applications are a web browser, and access to an email program. Exports from eventIQ expert include:

- Exporting guest response information via tab delimited formats or XML that other applications can import easily, such as Microsoft Word, Excel and Outlook. This allows onsite guest list management and creation of nametags or other printed pieces tailored to each guest.
- Forwarding emails using CRM or SFA systems, as Microsoft Outlook, Lotus Notes, Palm, ACT, Maximizer, salesforce.com, so that invitations and responses can be attached to the contact for tracking and follow-up
- Using email blasting tools such as myclients.ca or mymailout.com so that newsletter lists can be used and large volumes of invitations can be sent.
- Using templates, pictures can be added to customize invitation, response webpage and confirmation templates. The JPG format is the preferred image format although other web capable formats are supported. These should be optimized to ensure small download size, and good view-ability on a printed invitations or confirmations.
- Copying and Pasting of text into setup form to speed up event creation.



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What are you waiting for? If you have more questions contact us by:

- Emailing sales@eventiq.com
- Calling us @ 1 866 811 3144 or 780 424 3144 or
- Visiting www.skOOchie.com and reviewing the demonstrations and information, or trying it yourself.