



INFORMATION

Name: SEVENTwentyfour
 Web site: www.seventwentyfour.com
 Industry: Online tools

CHALLENGE

Design and implement web robots to scan and analyze Internet content from millions of web pages daily.

SOLUTION

Affinity Systems developed LinkWalker, a massively-parallel Web robot which stores information in one of the world's largest Microsoft SQL Server databases.

TECHNOLOGIES

- C++
- STL
- MFC
- SMTP
- HTTP
- MS Exchange
- Windows 2007
- TCP/IP
- MS SQL Server
- SMP

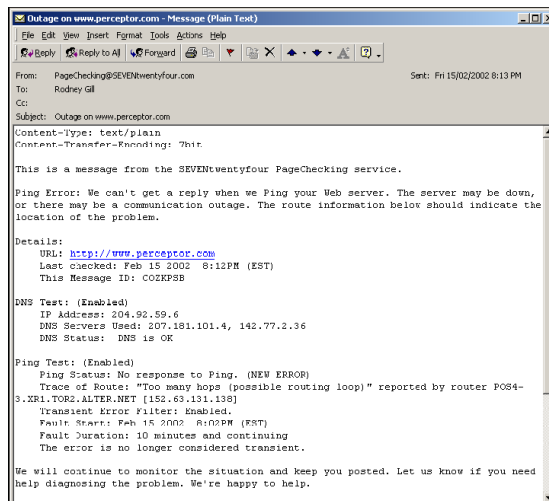
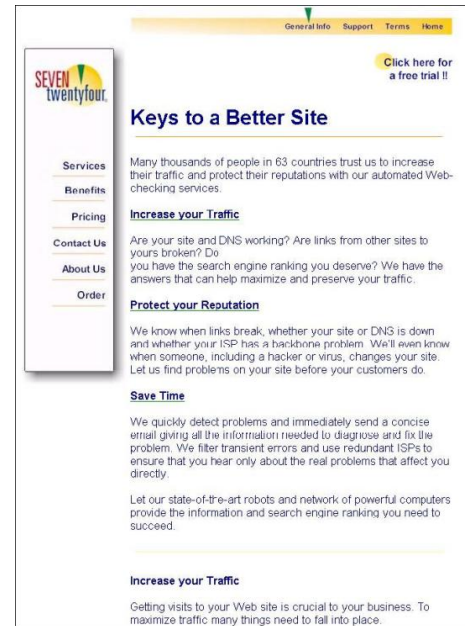
Affinity's Web robot maps the Internet for SEVENTwentyfour Inc.

SEVENTwentyfour Inc. is a company dedicated to developing leading edge tools and services for the Internet. Its mission is to provide the professional services needed to improve the efficiency and utility of the Web.

Affinity Systems was approached to design and implement a set of Web robots to map the Internet and to analyze the content and response of Web sites. The goal was to visit millions of pages per day, gathering and storing URL links, response time and other detailed information. Using this data, customers can be notified automatically whenever their site has broken links, when external links to their site are broken, when the Web site or DNS stops responding, or when the Web site content does not meet defined criteria. Additionally, the Web robots need to monitor the ranking of customer Web sites for specific search phrases with the major search engines.

OUR SOLUTION

Affinity Systems developed a massively-parallel Web robot called LinkWalker. This robot scans thousands of Web sites in parallel while minimizing the load on any specific Web server and obeying all robot protocols and control files. Results from the scans are stored in a very large SQL database with over 80 billion links mapped for over 300 million Web sites. The database storage is in the terabytes of data and is one of the world's largest Microsoft SQL Server™ OLTP implementations.



Affinity Systems developed a scheduler that automatically checks customer Web sites nightly and avoids simultaneous scans of multiple sites on the same server. The scheduler also handles automatic user notification through an email component. This system controls the sending of sophisticated, automatically-generated email messages to notify customers of concerns with their Web sites. It does this without overwhelming anyone with messages through the use of complex filters and pattern analysis. Furthermore, Affinity Systems designed an HTML

CASE STUDY



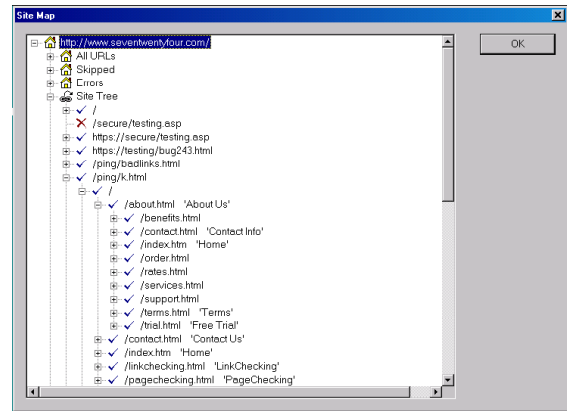
Software by Design



BENEFITS

- Designer Wizards help to quickly create complex surveys.
- Able to collect responses from a multitude of sources.
- Reports can be converted to several different formats including Microsoft Word™, Microsoft Powerpoint™ and HTML.
- Users with different technologies and network infrastructures can input.
- Customer support and user guide provided by Affinity Systems.

parser that supports frame and client-side image maps, and copes with HTML and browser user interface inconsistencies.



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