



ServerLogic Customer Case Study



Chartis Framework / Nike + Map It

Overview

Country or region: United States
Industry: Software Products
Partner: ServerLogic Corporation

Business Situation

Nike was doing a reboot of their Nike+ website. As part of this project, they wanted a cutting-edge map-based interface for creating and finding local running routes.

Solution

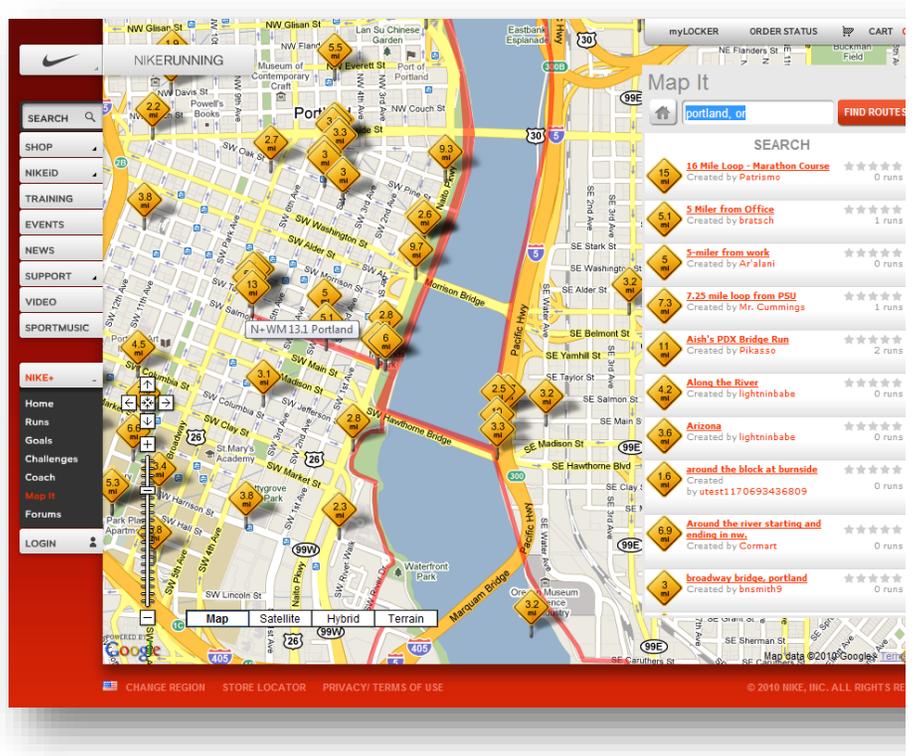
A custom, plug-in driven framework called "Chartis" was developed enable Nike to create maplets (map-based applications) quickly based on any data source. This framework was used to create the Nike+ MapIt interface for creating and finding running routes online. The Chartis framework was subsequently used to replace all of Nike's Store Locator features on their many web properties.

Benefits

- Higher quality
- Increased productivity
- Lower cost
- Better communication

Technology

- JavaScript
- Google Maps
- Amazon Cloud Simple Storage Service
- Akamai Content Acceleration
- Java
- Oracle



Nike engaged ServerLogic's custom software development team to help them develop a framework of reusable, pluggable, client rich mapping components to enhance the community aspect of their website by helping visitors find and rate local running routes..



Technical Platform

Chartis is a framework of reusable, pluggable client rich mapping components for NikeOS

Foundation

The foundation of Chartis is a basic JavaScript engine designed to track and organize mapping plug-ins.

Google Maps

This core plug-in is required by virtually all other plug-ins and is responsible for initializing the Google Map API and rendering cartographic information.

Plug-Ins are registered with Chartis

When the engine is loaded, available plug-ins are enumerated. Plug-in implementations are not loaded until they are enabled. If a plug-in depends on another plug-in, they are both loaded in dependency order.

Layouts are independently managed

All displayable panels are registered within Chartis. Because each plug-in handles its layout independently, every type of data can be displayed differently.

Data Encapsulation

Each plug-in is able to manage its own data independently. This means that there are no "format" requirements for data storage. Store location data could exist in a Google Spreadsheet. Running data may be stored in Oracle and exposed via JSON while Game data is stored in a MySQL database and accessed through a Yahoo Pipe.

Sample Plug-In Store Locator

An example of the Store Locator is illustrated on the first page.

Data Source

The Store Locator stores its data in a standard Google Spreadsheet. This spreadsheet contains over 15,000 store locations. A CSV representation of this data would be over 1.5 megabytes.

Data Access

Obviously, 1.5 megabytes is too large for a JavaScript plug-in to process directly. Yahoo! Pipes is employed to search and filter the location data. Once the Pipe filters the data, it will return it in an easy to consume JSON format.

JavaScript Plug-In

When the Store Locator Plug-In is loaded, it registers its UI data with Chartis. It then registers with the Google Map Base Plug-In, listening for changes to zoom and location. When a user searches, the Store Locator Plug-in requests a list of stores that should appear on screen. This results in 1 pin per store.

Benefits

No boundaries

This architecture can support any data source, whether it be static files or a database connection. Data can represent a single point, a route, a geographical animation – or anything else that the category teams can dream up.

Highly Flexible and Customizable

Plug-ins can be created using common, web standards: HTML, JavaScript and CSS. Nothing else is required.

Cross category support

Provides a consistent interface to consumers when displaying geographically relevant information.

Pluggable architecture

This architecture provides encapsulation of data, logic and display. Individual plug-ins can be turned on or off independently. Dependency management ensures that "required" plug-ins are loaded automatically.

Want More Info?

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