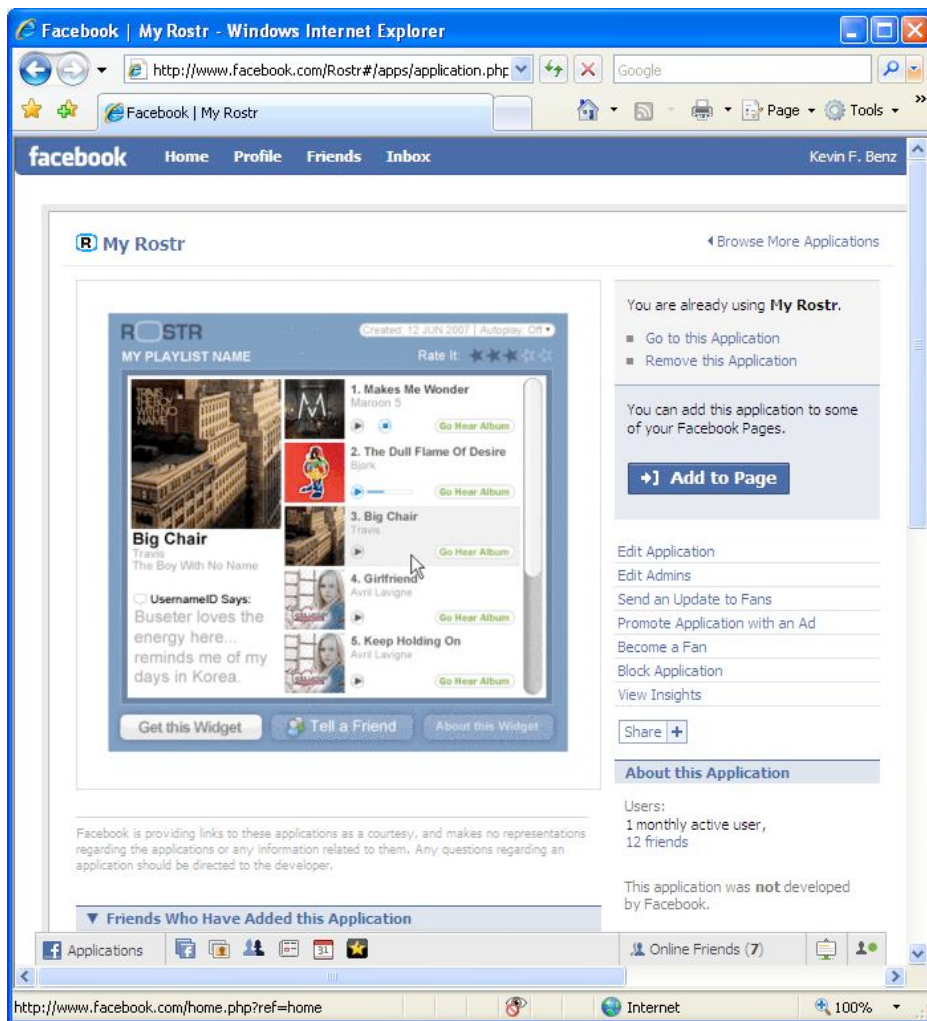


Professional Portfolio

Passalong Networks – Franklin (Nashville) Tennessee

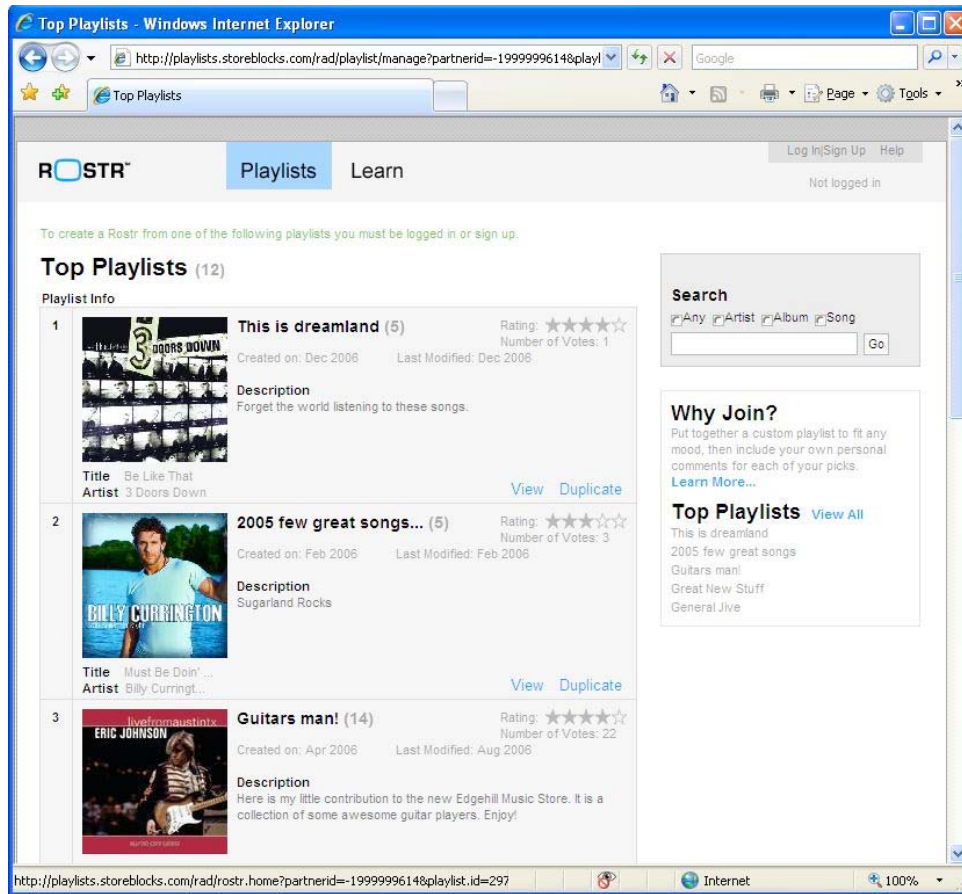
Rostr – Extending the eCommerce experience into social networks was the goal or Rostr.net. Although the traditional shopping experience is well known and defined throughout the web, each storefront suffers from the same exposure limitations that plague both online and brick-and-mortar retailers. Whether virtual or physical doorways, each retailer is challenged to bring potential clients thru their doorway in a world where doorways abound. While advertising has been effective in the pursuit of sales, in a world where music is ubiquitous and margins are paper thin, a new methodology is employed to increase the number of those doors to a single retailer by providing a compelling tool with which to extend the commerce experience.



Rostr is a Adobe Flex based widget that enables the social network participant to customize a list of songs in a taste-making environment. This widget enabled social networkers to identify their “Virtual Top 40” songs, provide comments as well as participate in the commerce experience. Should a song purchase eventually occur from a Rostr Widget, the taste-maker was rewarded in free music.

Rostr administrative User Interface

A Rostr user easily managed his/her playlists in this simple to maintain interface.



Case Study

The Rostr Widget was built on the Passalong Web Services Platform utilizing SOAP based calls to populate its internal data providers. In order to provide the vertical scaling that a multi-storefront require (multiple presentations from a single widget) as well as the horizontal scaling that millions of users imply, the Rostr Widget never makes more than one request for data in order provide a cached user experience over continuous back-end interaction.