



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

Status:

Laureate

Year:

2013

Organization Name:

MarkLogic

Organization URL:

www.marklogic.com

Project Name:

IQ Solutions/SAMHSA Public Engagement Platform (PEP)

Please select the category in which you are submitting your entry:

Health

Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)

Problem: The Substance Abuse and Mental Health Services Administration's (SAMHSA) goal is to provide the best and most up-to-date information about behavioral health issues and prevention/treatment approaches. However, accessing health information in America today presents a new complexity with handheld electronic devices and countless websites. SAMHSA was challenged with storing and organizing all the data in different formats, publishing it, and reaching the consumers who benefit from it in a timely manner. In addition, SAMHSA receives mandates from the White House and other government agencies to use shared platforms, focus on digital formats, and expand content dissemination efforts. Solution: SAMHSA turned to IQ Solutions, a full service public health communications and information organization, which has provided ongoing, broad support for SAMHSA directives, including managing the Public Engagement Platform, since 2006. To address SAMHSA's challenges, and aligning with the Federal Digital Strategy, IQ Solutions embraced a "create once, publish everywhere" philosophy. Working with MarkLogic, IQ Solutions built a new XML content repository so

that all data -- from a single bookmark to a 300-page manual -- could be stored, searched for and shared. How It Was Innovative: MarkLogic not only stores XML documents, it indexes them, which allows for sophisticated enterprise-level searching capabilities while keeping the XML structure in place. This allows SAMHSA to better leverage the benefits of XML, such as the ability to store all of the content associated with a given topic in a single file and then pull out the pieces that are needed for whatever delivery mechanism is appropriate. Implementation Challenges: IQ Solutions had a total of 6 months to design and deliver a platform for SAMHSA; it took 3 months to decide on the MarkLogic database. And there was 3 months left to build the final product.

When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)

The project was implemented in October 2012.

Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)

The initial implementation, which included platform development and the creation of APIs and style sheets, is complete. Currently SAMHSA's existing product inventory is being converted to XML so that it can be loaded into the repository and used. In the future, new applications and content delivery channels will be exposed, built upon the repository.

Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)

The tangible benefits of this project are just beginning to emerge. With a centralized content repository storing Agency content in XML format, SAMHSA will be able to reduce the cost of content development and storage, revise content in a more agile fashion, and repurpose content more easily. The APIs that are part of the platform will facilitate the integration of content within SAMHSA.gov, the Agency's primary website, as well as partner websites and applications. This supports SAMHSA's ability to expand its reach to new audiences, including underserved populations who are less likely to turn to a Government website for information about behavioral health.

Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)

By using MarkLogic for this project, IQ Solutions has adopted a best practice of using an Enterprise NoSQL database that is currently also in use by 8 of 10 of the world's largest publishers as well as other organizations like the BBC and non-profits. These organizations need the ability to innovate and cost-effectively deliver custom content for their markets in order to stay relevant. IQ Solutions serves a number of public and private sector organizations, besides SAMHSA, who are focused on improving



healthcare and quality of life, and they are looking to leverage their work on this project for other customers.

If there are any other details that the judges should know about this project, please note them here. (In 300 words or less.)

About the business impact: Since the project was launched in October 2012, the measurable impact is not yet available. The benefits are forward looking as the repository continues to be populated with more content. About IQ Solutions: IQ Solutions is dedicated to improving the quality of life for everyone, particularly those in under-served communities. In support of the advancement of public health, IQ Solutions partners with all health sectors, using science-based research and innovative technology to affect significant improvements in the health of all populations. Clients include: NIH, FDA, SAMHSA, Robert Wood Johnson.