



# case study

## APA

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### **Customer Background:**

The American Psychological Association is based in Washington DC and, representing over 150,000 members, is the largest and most respected association of psychologists worldwide. APA provides rich resources including scientific journals, publications, databases, certifications and educational programs published in print and online media for students and psychologists everywhere.

### **Customer Requirement:**

APA required a complete upgrade of their web presence, and considering they were unfamiliar handling such a large-scale project, they entrusted the responsibility to NVR's team.

The client needed a strong management solution, which would facilitate the sale of their vast resources of published material to institutions, libraries, universities and researchers.

### **The NVR solution:**

NVR worked closely with the APA IT team to identify pain points and understand the nature of requirements. NVR's consulting solution included a proposal of a technical strategy and architecture for the entire project, involving multi-vendor and multi-project implementations across the organization.

NVR then presented a set of solutions that involved introducing a web content management system, and enabling search engine optimization tools, identity management tools and e-commerce applications.

NVR developed a Digital Rights Management (DRM) solution facilitating the sale of published material to institutions, libraries, universities and researchers.

The NVR team also developed a self-service portal on a unified, single sign-on platform, combining over 50 different systems and e-commerce applications. Authentication and authorization features were implemented using Identity Management tools based on intuitive business rules for accessibility.

### **Business Benefits:**

APA was completely satisfied with NVR's timely and efficient solution. They now operated with a customized, next-generation solution that would sustain over the next ten years.

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NVR developed a KPI platform supporting 24x7 mission critical applications, some of which are responsible for 60% of APA's revenue. NVR introduced configuration management and other best-practices methodologies to the client's in-house operational culture.

APA specially benefitted from the integration of multiple vendors and projects. Considering the various departments could now work with each other seamlessly, this turned out not only the most practical solution, but afforded considerable cost-savings for the organization too.

### **About NetVision Resources:**

NetVision Resources, Inc., is a 8(a) certified, trusted provider of Information Technology Services and Resources. Since its inception in 1999, NVR has provided superior business application consulting services and resources to leading businesses and government agencies. For more details on NetVision Resources log onto [www.netvisionresources.com](http://www.netvisionresources.com).

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