

## WEBVISIONS SUCCESS STORIES

# 48,000 Unique Visits to NDP.ORG.SG in One Day



### Client Fact File

#### Client/Company Background

National Day Parade (NDP) 2009 Website Committee

As the official web site for the National Day Parade, [www.ndp.org.sg](http://www.ndp.org.sg) is a centralized source of live online ticket registration, community interaction, program highlights, competitions and community activities.

#### The Challenge

Given the wide array of community building activities, streaming videos and downloads, ndp.org.sg required robust and reliable servers and high availability. Also, the committee needed to ensure a smooth web experience for both Singaporeans accessing the site locally and globally.

#### Webvisions' Hosting Solution Chose Webvisions for

Dedicated Server, siteAdmin, siteBalance, siteSecure, high availability bandwidth

- Excellent Connectivity and Redundancy
- Professionalism and Commitment

### The 2009 NDP Challenge

The key strategy for the creation of this year's website was to take alignment from the various New Media platforms that were created for NDP 09. The central themes along the lines of this strategy were to make the website more informal and interactive for the user. This included additional micro sites that host contests for budding short film film-makers, photography competitions and blogs.

Webvisions, a veteran NDP hosting provider delivered the above solution based on the NDP committee's stringent standards and requirements. Having also proven itself in the past 5 years as a reliable and trustworthy NDP partner, this year's e-balloting process was hitch-free.

During the crucial e-balloting period from 16-25 May where Singaporean citizens were given a chance to submit online applications for free NDP tickets, the website saw a spike of more than 48,000 unique visitors and over 1 million hits. On the first day of e-balloting, more than 10,000 visits were made on a single day (16 May).

"This year we continued with the successful formula of utilizing 3 parallel servers to host our website. Thanks to Webvisions' excellent Web hosting services our site has always come up quickly and efficiently. We have had numerous monthly visitors, and many have complemented us on the quality of design on our site, as well as the speed it is served. The main advantages of hosting with webvisions were the reliability, prompt service and efficiency they bring to the client. With this strong work ethic, the NDP committee is able to successfully execute the creation and running of the NDP Website," said the NDP 2009 website committee.

Other challenges for ndp.org.sg included allowing users to access its interactive content such as videos on demand, online contests, wallpaper downloads and banners, online discount coupons and a new highlight also allows visitors to the website customize their NDP website homepage by uploading their own photographs celebrating this year's theme "Come Together".

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**NDP 2009 Website Committee**

Asked why Webvisions was chosen over other web hosts, the NDP 2009 Website Committee replied: "Over the years with their support, the creation and maintenance of the NDP website has run smoothly with efficient service. This made Webvisions as a natural frontrunner as this year's web hosting provider."

Through the dedicated Windows server hosting plan, they receive 24x7 control, guaranteed uptime and top-notch information security. Plus, NDP 2009 Website Committee has complete administrative access to their extended infrastructure, allowing them to customize the server to fit their needs

### Webvisions' Solution

Besides backing the NDP site with 24 by 7 technical assistance to ensure that any issues that arose were resolved immediately, Webvisions also provided 3 parallel servers to support the flash and HTML sites as well as the heavy traffic load that resulted from the intensive e-balloting period. In the month of July alone, the site received more than 18 million hits. A mail server was also provided for NDP committee members to liaise with partners and internal government agencies in a secure environment.



As the NDP Committee does not have the expertise to create and maintain a website of this nature, webvisions has added great value by guiding the committee in the implementation of the site.



This year's ndp.org.sg was made even more interactive with online contests, blogs, videos and photo albums.