



## Case study: Developing a global administration for EStránky.cz

The portal EStránky.cz makes it easy to create web sites. This tool is very popular in the Czech Republic, and so its providers decided to expand in order to reach the global market and also provide localized versions for several countries, like eoldal.hu in Hungary. A whole range of modules needed to be developed to accommodate this expansion and our company was entrusted with the task.



### Goals of the project

In 2008 we entered a tender subscribed by the company Websitemaster a.s. for preparing several interface modules for the administrator and editor of the system eStránky.cz and its several language versions. Our bid was successful.

Websitemaster a.s. operates eStránky.cz services, which makes it easy for internet users to create web pages for free in just a couple of minutes.

*Our mission was to develop the main module administration, meaning an integrated user interface and several other modules. The modules communicate with the basic portal server eStránky.cz through*

Most of all, these modules enable administrators of the system to manage user accounts, manage individual user pages, set up promo events, and oversee commissions and invoicing. The project also contains several modules which directly serve the end users of the eStránky.cz portal, meaning directly to the front end of the system with, for example, page instructions and editing system.

In view of the fact that eStránky.cz services are operating on several international markets, the entire system was developed in multiple languages.

### Our solutions

It was clear since the beginning that the success of the project would be based on the choice of platform. Portals meant for mass users are continuing to grow and changing in functionality. It was therefore necessary to choose a platform that would support future modifications and growth of the entire system. We chose the PHP framework Symfony as that platform.



*We are very satisfied with the work performed by your programmers. We know that our requirements are sometimes difficult, but you managed them superbly. We especially value excellent communication and fast responses to our needs.*



**Martin Krudenc**  
Websitemaster a.s.  
Chairman of the board

Symfony is one of many open source PHP frameworks, but dominates the others with its object access, quality of code, documentation, and active user frame base. The Symfony framework was also ideal for the purposes of this project thanks to its openness, clear-cut standards, and the fact that the MVC architecture, whereby all data works with whatever system is delivered, was accessible only through web services.

Most modules consist primarily of forms, lists and statistical data in the form of graphs. We made the most of the abstraction of the object database Propel and the possibility of generating a UI interface using CRUD and tools for validating forms that the Symfony framework provides.

In the case of the Instructions module, we used AJAX for the purpose of increasing usability. Instructions offer users the chance to search in cascading combo, or users intuitively run their interface without the need to refresh pages.

From the viewpoint of the project, we have increased the effectiveness of cooperation with the company Websitemaster a.s. by establishing access to our project system. The software architects of the company Websitemaster a.s. could therefore take a look directly under the surface, follow the milestones of the project, finished tasks and actively comment on the course of production.

Naturally, test and development versions of the software were created for the purpose of testing by the client, or else provide an overview of the current state of development. The client had access to this environment throughout the entire course of the project.

