

## CASE STUDY: TOUR1999.COM



**THE PROJECT:** When Bonnie Raitt, Jackson Browne, Shawn Colvin, Bruce Hornsby and David Lindley went on tour in the summer of 1999, they needed a website to announce their appearances, post photos and release press updates. Since ITCN had handled all their e-commerce programming through [retailmarkets.com](http://retailmarkets.com), they turned to us for a web presence.

**THE CHALLENGE:** This was a unique tour since it was comprised of several well-known artists. It had to be delivered very quickly, since the tour was not announced until several weeks before the first date was scheduled. They also needed a site that did not focus on any one artist, but would give equal recognition to each.

**THE SOLUTION:** ITCN designed and hosted a website which comprised information on all of the artists. A general section on tour appearances and press releases was created. A photo library, which allowed each artist to post photos of their own performances as well as group photos, was delivered.

**THE TECHNOLOGY:** ITCN programmed the site in PHP on our own Linux server running Apache.

**THE CUSTOMER:** "Tour 1999 was a testimonial to the rapid development, seamless integration business model insisted upon for our artists. The project was a complete success, even under extreme time pressure."

- Edward Jankauskas  
President and CEO  
[RetailMarkets.com](http://RetailMarkets.com)