

## Web Communications Common Support

Our mission is two fold, helping our customers realize business benefits of web presence and communications and proving our value by implementing it. We have set a strategy to execute our mission by:

- Standardizing technologies for business needs
- Centralizing web infrastructure based on standards
- Creating highly versatile teams focused on major areas
- Adopting Project Management Institute grade implementation processes and tools
- Establishing support based on ITIL

Our value proposition to our customers is two fold: business benefits of a web presence itself and value of implementing with us. Here are some of those benefits:

- Standardization of web technologies achieves economy of scale through reusability for our customers and for the organization, increases end user satisfaction and revenue stream
- Centralized infrastructure saves capital and operating costs for our customers
- Our blended costs for services that cut across multiple skills is cost effective compared to outside consulting or internal hiring of people with multiple skills
- Our experience across research and education is invaluable and more cost effective
- Our industry best practices around project management and support
- Integration with data and functionality already existing within UBit. Integration with the Organization and its web presence.

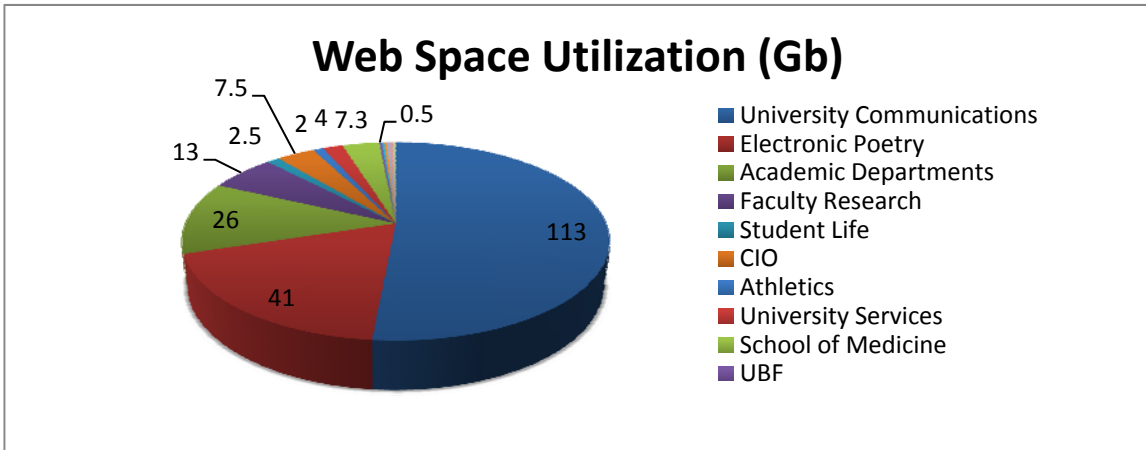
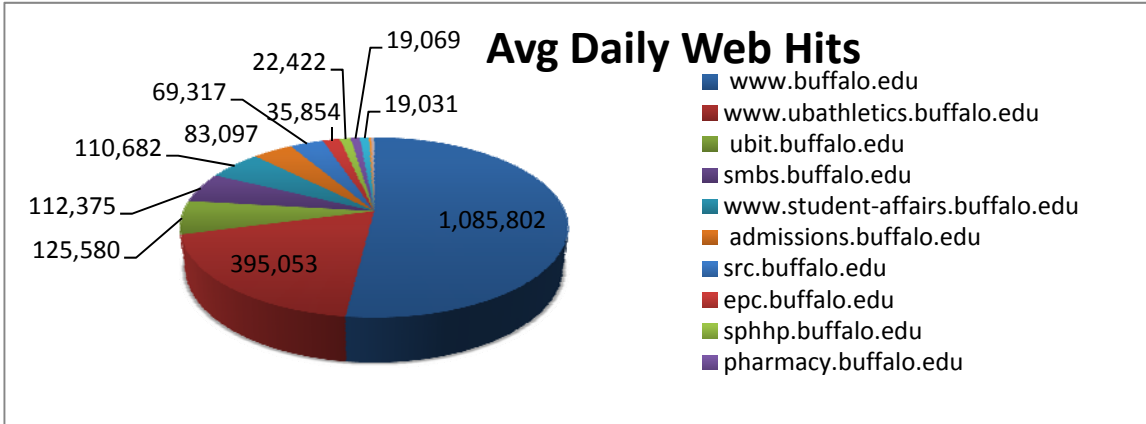
The following pages detail the services we provide.

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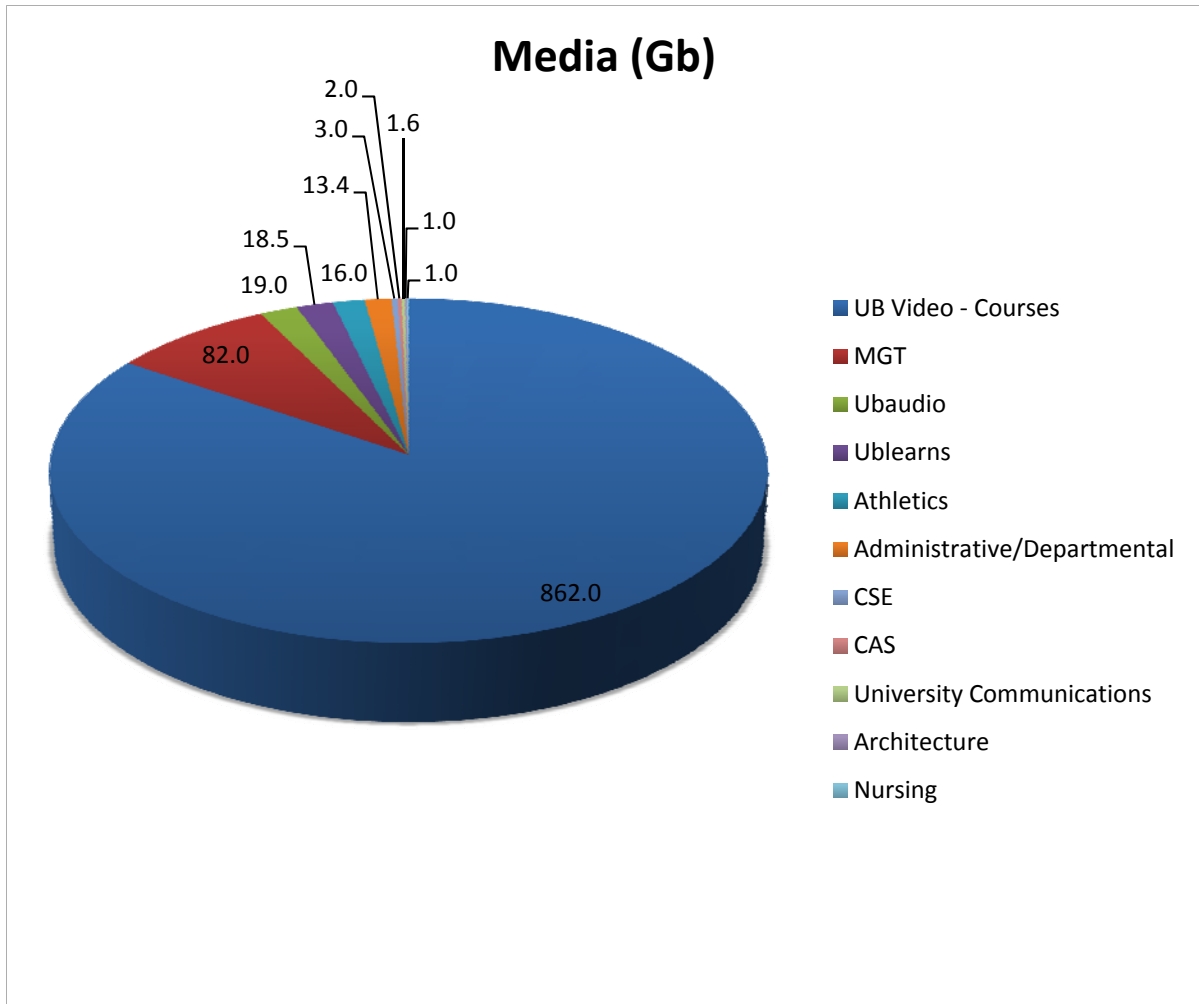
### UB Central Campus Web Hosting Service

The UB Central Campus Web Hosting Service (sometimes known as "Wings") is for conducting UB business, specifically supporting UB's research initiative, departmental or school work, UB instructional activities, and officially sponsored student clubs or organizations (www.buffalo.edu, www.admissions.buffalo.edu, www.ubathletics.buffalo.edu, www.student-affairs.buffalo.edu, www.buffalo.edu/president).



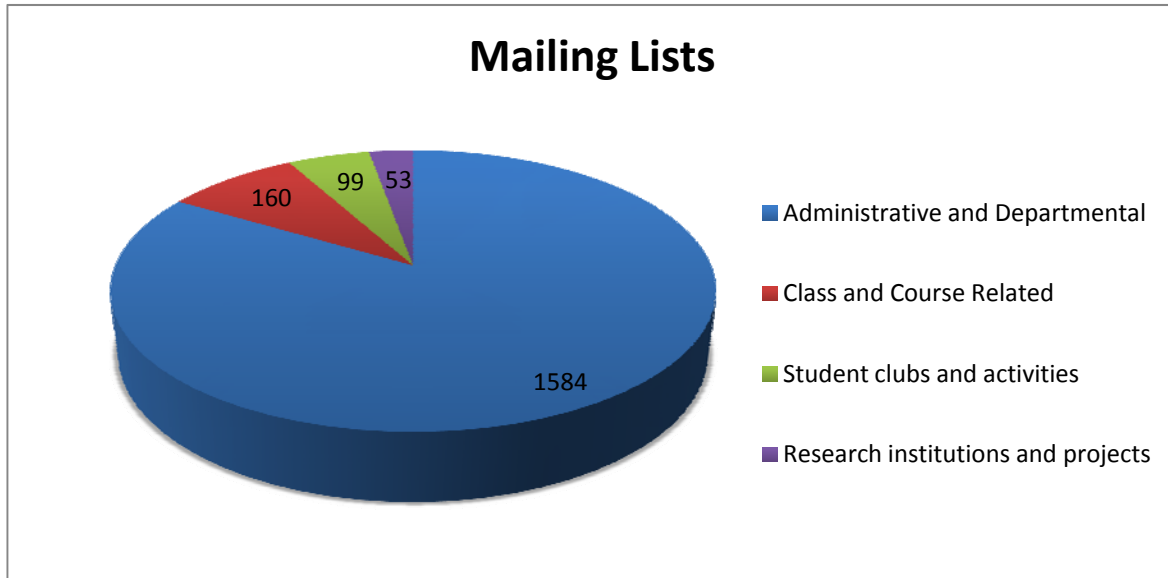
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The UB Streaming Media Service is for official University business, specifically to support UB's research initiative, departmental or school work, UB instructional activities, and officially sponsored student clubs, organizations, and events. Web streaming is a way of making multimedia content available to users in a continuous "stream" over the Internet. Instead of downloading a file, users view or hear multimedia stored on a server. After a brief period of initializing and buffering, the file will begin to stream — or play — in real time.



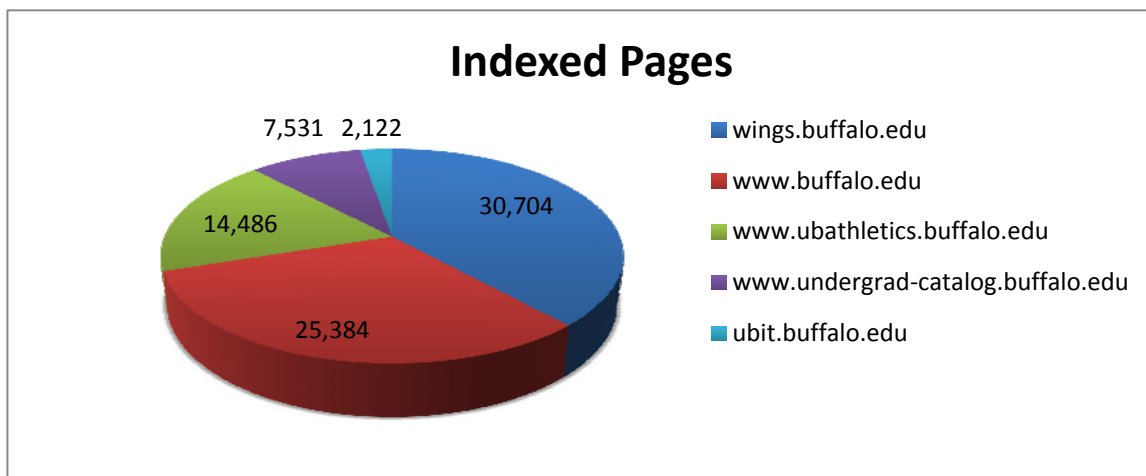
## Mailing List Service

The Mailing List Service allows for widespread distribution of information to many users. It is available at no charge to faculty, staff, and students. A Listserv list can only be created for official University business such as courses, departments, classes, officially sanctioned student clubs and organizations, and other local and regional organizations or government agencies that have an affiliation with UB.



## Searching UB – Web Search

The Google Search Appliance uses the same technology found on Google.com, so using the UB appliance to search UB Web sites feels similar to using the Google website. Users also should expect the same quality and search accuracy found at Google. The primary difference between the two is that the UB appliance only “crawls” and indexes Web sites that fall inside the buffalo.edu domain, as well as other UB related sites such as buffalo.bkstr.com, www.myubcard.com, www.subboard.com, and ubcfa.org

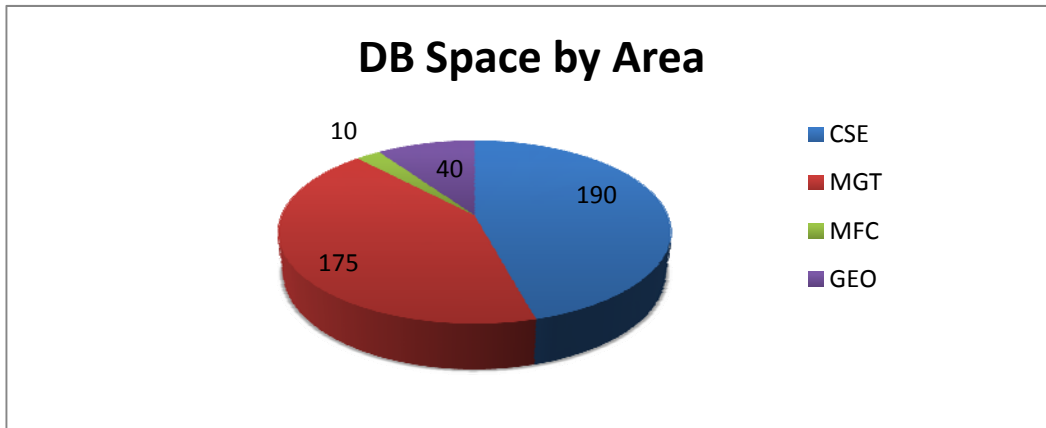


### UB Virtual Host Service

The UB Virtual Host Service lets you replace a long, unwieldy URL with one that is shorter and more descriptive of your web site's content. These virtual URLs, also called "reserved" or "vanity" URLs, help people remember how to get to your web site and make it easier for them to type its URL into their browser. For example, a URL like <http://emergency.buffalo.edu/> is easier to type and quicker to identify than <http://www.buffalo.edu/emergency/>. We currently support over 300 virtual hosts.

### Instructional Database Service

Oracle is one of the world's most popular database management systems, frequently used in combination with programming languages to build dynamic, interactive Web sites. UB's Instructional Database service, provided by UBit, makes accounts and storage space available for UB departments, faculty, and students for teaching and learning. As part of our Oracle contract and discounted software we need to have an academic instance in which anyone wishing to learn Oracle can have access to it.

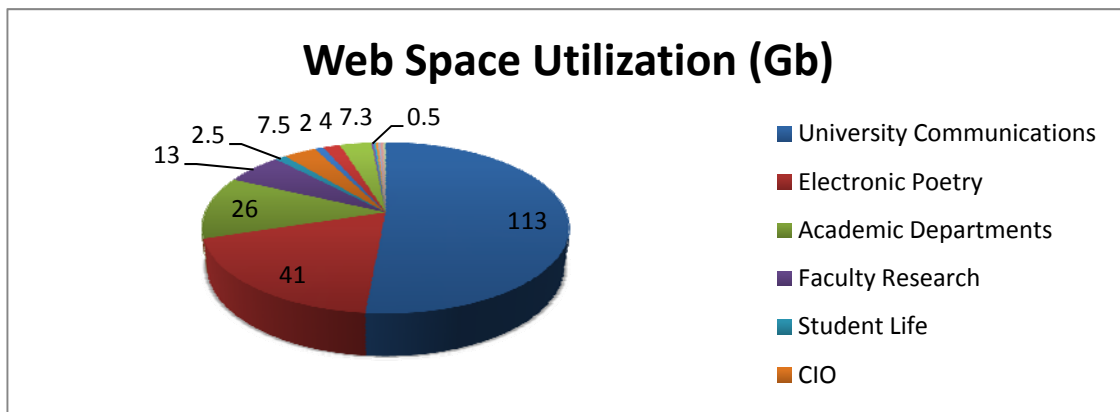
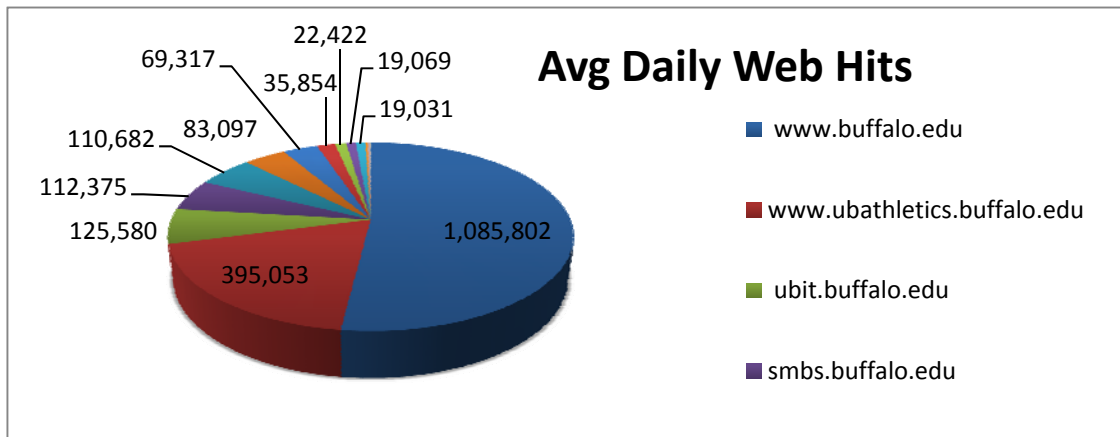


## APPENDIX – The Details

### UB Central Campus Web Hosting Service

The UB Central Campus Web Hosting Service (sometimes known as "Wings") is for conducting UB business, specifically supporting UB's research initiative, departmental or school work, UB instructional activities, and officially sponsored student clubs or organizations (www.buffalo.edu, www.admissions.buffalo.edu, www.ubathletics.buffalo.edu, www.student-affairs.buffalo.edu, www.buffalo.edu/president).

It is the home of hundreds of UB's web sites, including hundreds of virtual hosts (See UB Virtual Host Service) and all pages on wings.buffalo.edu. The Wings server is a Web server where an individual or group of individuals can put up Web pages for courses, sponsored student clubs, and any other official university business.



The UB Central Campus Web Hosting Service is comprised of 2 servers, set up in failover mode, which offers a 24/7, highly available, secure, stable environment. The service uses 317 Gigs of disk space out of a total of 378 Gigs. It comprises of 333 virtual hosts and the remainders of the sites use the http://wings.buffalo.edu host.

UB's web services are available free to all members of the UB community. These services are part of the main campus computing infrastructure and are handled by a server called wings.buffalo.edu. The University Web Services site includes important usage policy information, step-by-step guides to getting on the Web, details about features, links to design and development resources, and tools for adding optional capabilities.

We provide support for the service including:

- New Web Site setup include space, accounts, quota, consulting
- Virtual Host set up – working with DNS team.
- Disk Quota Increase – 10% increases are allotted per year.
- Transfer Ownership – website owners are responsible for all content.
- Group Access – to add multiple editorial access to websites.
- Usage Statistics - provides statistics for each virtual host.
- Database - we provide Oracle as a database for Wings applications.
- Web App Testing - All applications need to be pre-tested by the wings support team to ensure security and stability of the service.
- Search Engine Requests – see Google service
- SSL Certificates – Virtual host owners can request and pay for their own SSL (Secure Sockets Layer) certificates.
- File Recovery – restore files that are accidentally lost.
- Special Requests – questions, consulting, exceptions

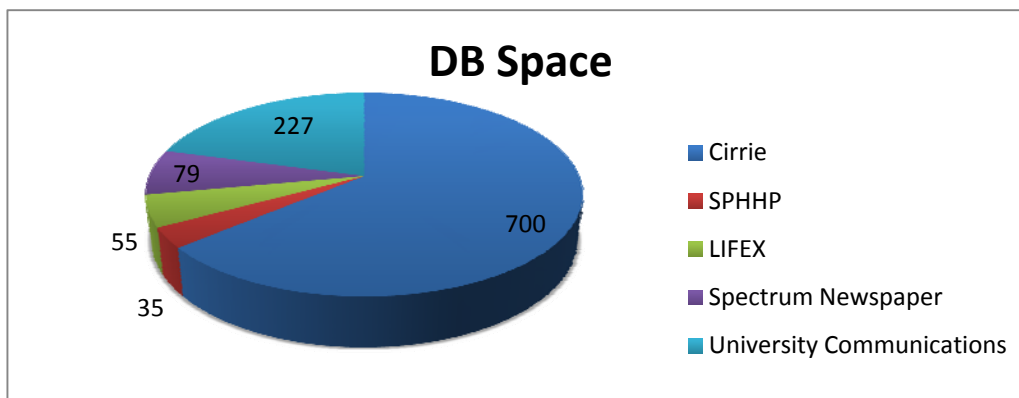
Web Site	Avg Daily Hits	% of all hits
<a href="http://www.buffalo.edu">www.buffalo.edu</a>	1,085,802	51.97%
www.ubathletics.buffalo.edu	395,053	18.91%
ubit.buffalo.edu	125,580	6.01%
smbs.buffalo.edu	112,375	5.38%
www.student-affairs.buffalo.edu	110,682	5.30%
admissions.buffalo.edu	83,097	3.98%
src.buffalo.edu	69,317	3.32%
epc.buffalo.edu	35,854	1.72%
sphhp.buffalo.edu	22,422	1.07%
pharmacy.buffalo.edu	19,069	0.91%
mae.buffalo.edu	19,031	0.91%
biology.buffalo.edu	4,886	0.23%
ubfoundation.buffalo.edu	2,192	0.10%
cio.buffalo.edu	1,948	0.09%
itpolicies.buffalo.edu	805	0.04%
wings.buffalo.edu/faculty/research	581	0.03%
vpaa.buffalo.edu	482	0.02%

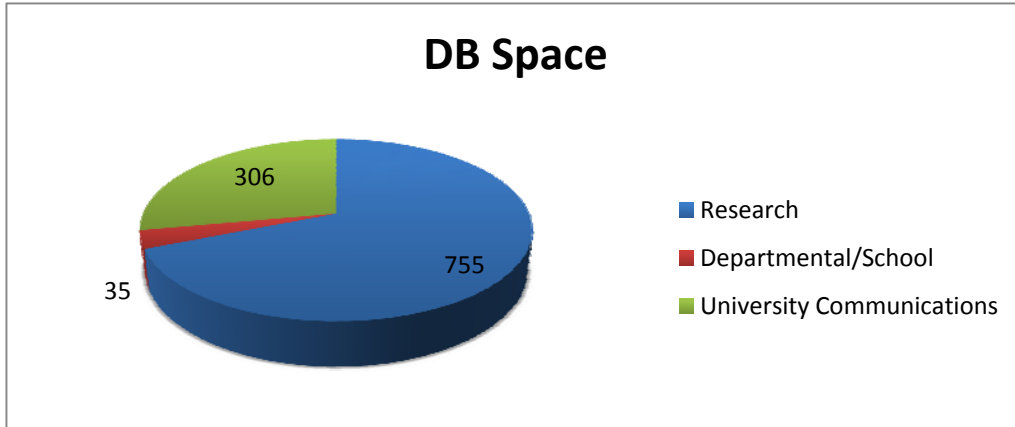
Area	Gbytes
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University Communications	113
Electronic Poetry	41
Academic Departments	26
Faculty Research	13
Student Life	2.5
CIO	7.5
Athletics	2
University Services	4
School of Medicine	7.3
UBF	0.5
Admissions	0.5
Alumni	0.5
VPAA	0.5
Courses	0.75
SRC	0.5

### Wings Database Service

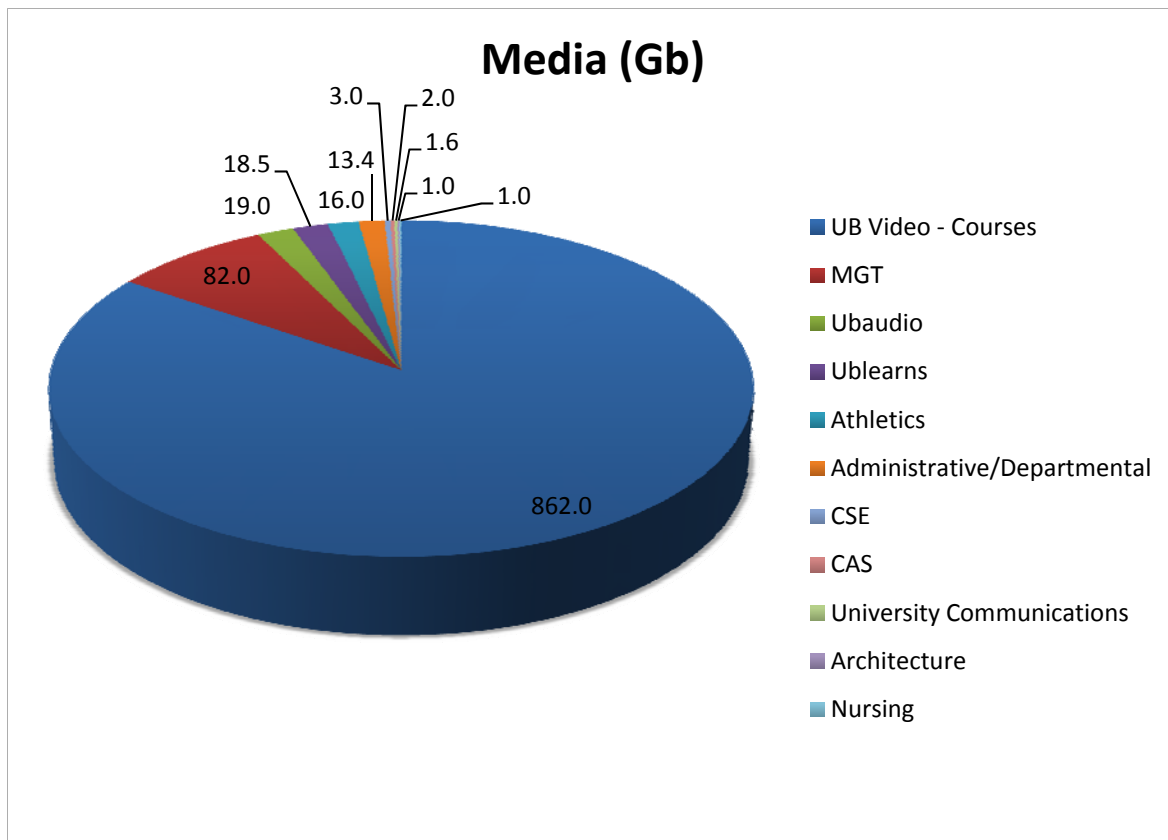
The UB Central Campus Web Hosting Services (Wings) utilizes Oracle running Oracle 10g is used for applications that need to display a abundance of data, or an application that is collecting data. The Wings instance can only be used by Web Developers who have a ubit account and have a web site or web application on the Wings Web server.





## Streaming Media Service

The UB Streaming Media Service is for official University business, specifically to support UB's research initiative, departmental or school work, UB instructional activities, and officially sponsored student clubs, organizations, and events. Web streaming is a way of making multimedia content available to users in a continuous "stream" over the Internet. Instead of downloading a file, users view or hear multimedia stored on a server. After a brief period of initializing and buffering, the file will begin to stream — or play — in real time.



The majority of the live broadcasts are for WBFO, WRUB our campus radio stations and our live sporting events.

Examples of how you can use UB's Streaming Media Service:

- A supplementary lecture for a class
- A student video about the freshman experience at UB
- Online exercises for students
- A guest speaker
- A promotional video
- A demonstration

Our streaming media service is capable of streaming files in several different formats:

- Windows Media format (.wmv/.wma)
- Real Media format (.rm)
- Quicktime movie (.mov)
- MPEG-4 (.mp4)
- MPEG-3 (.mp3)
- Flash 4 in SMIL presentation (.smi)

In addition, the service can broadcast a live event in either Windows or Real formats.

We provide the following support:

- Provision disk space for hosting and streaming videos
- Provision Windows account to broadcast a live event in Windows format
- Provision Real account to broadcast a live event in Real format

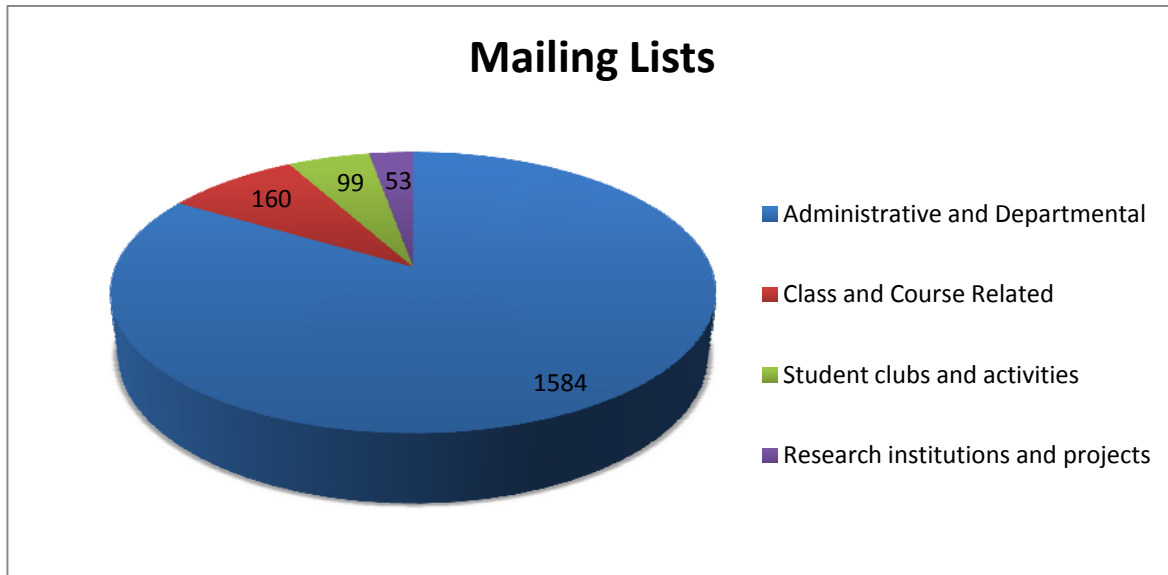
### **Advantages of streaming vs. downloadable files**

- **Instant playback:** Streaming media clips begin to play almost as soon as a viewer clicks on a link. A few seconds of buffering time is usually required as the server retrieves initial data (new technologies like Apple's Instant-On are eliminating even those short waits). Additionally, with streaming a viewer has instant access to all portions of a clip, even the very end. In a download scenario, you would have to wait until that portion of the clip had been downloaded to view it.
- **Quality of service:** Streaming servers optimize delivery for clips based on their data rates and other encoding settings and are able to reconnect automatically if a client-server connection breaks. More importantly, streaming servers use network resources intelligently, allowing multiple users to share available bandwidth. By contrast, downloading creates a network free-for-all where bandwidth is allocated simply on a first come, first served basis. This means that when load is high, many users will be unable to view files or will experience long waits.
- **Playlists:** Most streaming servers allow you to create server-side playlists, lists of files that can stream one right after the other. A common application of this is to stream a pre-roll – a short sequence that brands your group or project – followed by the clip itself, and then a credit sequence at the end, which means that you wouldn't have to manually edit those elements into each clip you create.
- **Long-form media:** Expecting viewers to access long events such as lectures, feature films or archived conference proceedings via download may be unreasonable given that such files are often hundreds of megabytes or more. Streaming makes delivering such content user-friendly.
- **Live events:** Streaming is the only way to distribute live events over the Web.
- **Copyright protection #1:** Streaming media players throw away data packets after playback, which means clips never reside in their entirety on a local machine. Users therefore don't have the ability to redistribute or repurpose content as they can with downloaded media.

- **Copyright protection #2:** Streaming media servers have their own built-in authentication systems, allowing you to control who can and cannot view your clips.

## Mailing List Service

The Mailing List Service allows for widespread distribution of information to many users. It is available at no charge to faculty, staff, and students. A Listserv list can only be created for official University business such as courses, departments, classes, officially sanctioned student clubs and organizations, and other local and regional organizations or government agencies that have an affiliation with UB.



UBit provides email distribution services that allow you to set up a mailing list addressed as `listname@listserv.buffalo.edu`. Management is via a web-based tool used to view lists, request new lists, add/remove members, approve subscription requests, and change list properties.

UB's Mailing List Service is available at no charge to faculty, staff, and students. A Listserv list can only be created for official University business such as courses, departments, classes, officially sanctioned student clubs and organizations, and other local and regional organizations or government agencies that have an affiliation with UB. In order to request that a list be created, the requestor also must be affiliated with UB.

The list service includes the following features:

- built-in archiving,
- automatic bounce processing,
- spam filtering,
- content filtering, and
- digest delivery.

Our support for this service includes:

- List creations, deletions, renames, and clean-up
- Technical support for list errors and problems

- Changes of list ownership
- Instructional support to list owners
- Troubleshooting list problems, such as bad configurations or email delivery problems

Currently we have 1898 active mailing lists.

Category	Mailing Lists
Administrative and Departmental	1584
Class and Course Related	160
Student clubs and activities	99
Research institutions and projects	53

1584 (83.4%) Administrative and Departmental

- These include emergency notification lists, all-UB by affiliation (i.e. all faculty, all staff, all students), and departmental lists that are used for administrative functions, projects, working group.

160 (8.4%) Class and Course related

- Class and course lists are requested by faculty and instructors for the duration of a semester. After one year, they are removed.

99 (5.2%) Student clubs and activities

- These include Student Association, Graduate Student Association, Student-Life, Greek, Academic Honor Societies, and Athletics Intramurals

55 (3%) Research institutions and projects

- This includes any list for which research and collaboration between subscribers has been given as its purpose. These may include, but are not limited to, projects funded by grants through the Research Foundation. Other uses may be linked to departmental or academic research.

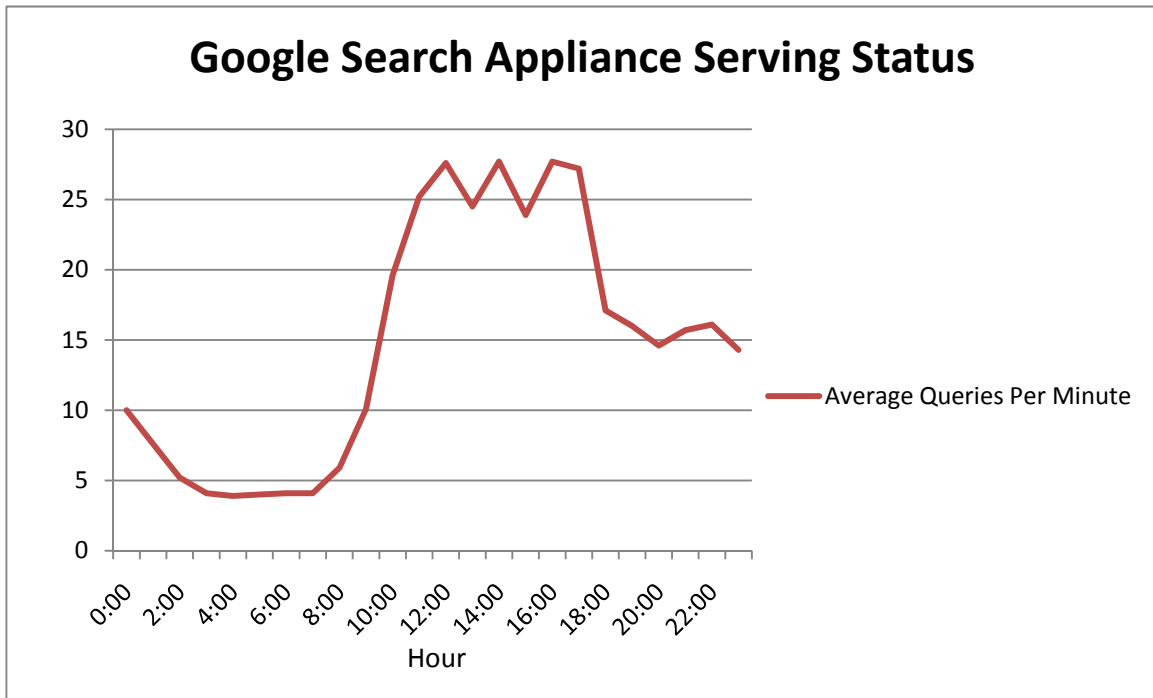
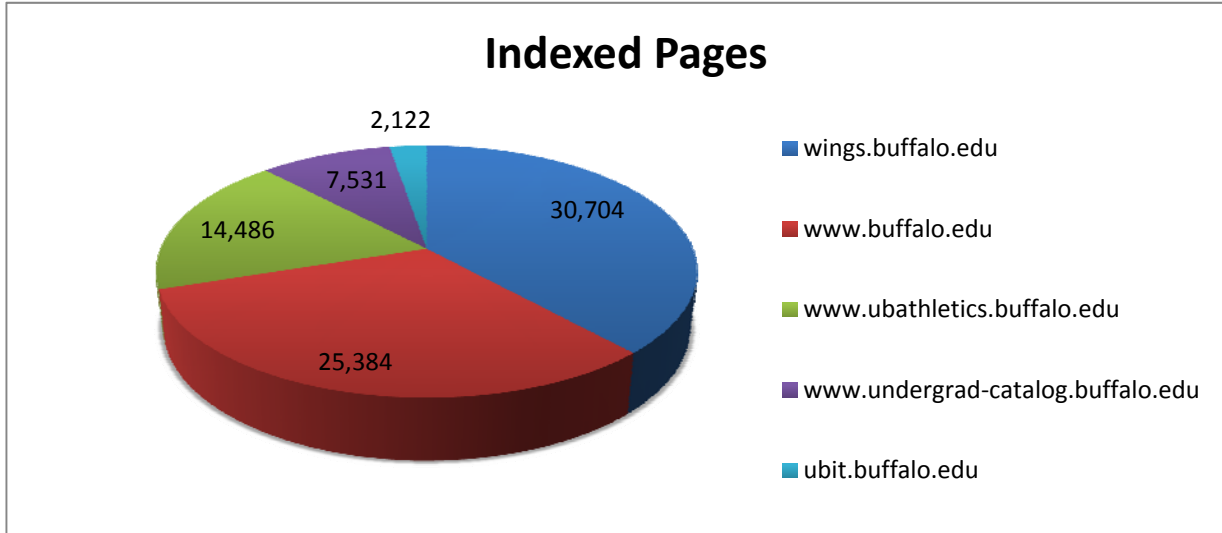
Examples of actual lists include:

- allub-emergency-notification
- ub-employees-list
- cit-alert
- cse115-fa09-list
- mat131t3a-fa09-list
- sa-spectrum-list
- sa-sports-club-information-list
- metabonomics-researcher-list

- research-foundation-employees-list

### Searching UB – Web Search

The Google Search Appliance uses the same technology found on Google.com, so using the UB appliance to search UB Web sites feels similar to using the Google website. Users also should expect the same quality and search accuracy found at Google. The primary difference between the two is that the UB appliance only “crawls” and indexes Web sites that fall inside the buffalo.edu domain, as well as other UB related sites such as buffalo.bkstr.com, www.myubcard.com, www.subboard.com, and ubcfa.org



The CIO has licensed the Google Search Appliance as an enterprise search solution for all of UB. UBit manages the appliance, and it currently crawls across a wide number of domains and Web sites.

This service specifically indexes content centrally published by UB, so that users can limit their web searches to UB related content. Searches are more efficient by narrowing results to the UB domain.

Additionally, content providers can take advantage of “Front Ends”. A Front End is a user interface that allows a website designer to provide customized site-specific searches and results, and the use of analytics data to understand visitor behavior and to evaluate usefulness of a page.

Google represents a significant enhancement to the University's web environment, providing:

- Better and quicker search results
- Advanced search features, including searching for PDF, .doc and .ppt files, and displaying them as HTML
- Easy and powerful search administration
- Easy integration into web sites

Bringing the Google search appliance into the UB infrastructure allows us features that the commercial Google UB index cannot duplicate, such as:

- Continuous crawling
- Managing our own Collections and Front Ends
- Customizing Format, KeyMatches (equivalent to the commercial service's "sponsored links"), Synonyms, and Filters of the search results
- As FERPA and HIPAA regulations begin to have an effect on the availability of web content (requiring some pages to be access-restricted, for example), the campus search appliance can be authenticated to crawl and index where outside search engines cannot.

The Search Appliance indexes websites by “crawling links” on web pages. We currently have 433,865 total pages in the index, some examples are:

<b>Domains</b>	<b>Pages</b>
wings.buffalo.edu	30,704
<a href="http://www.buffalo.edu">www.buffalo.edu</a>	25,384
<a href="http://www.ubathletics.buffalo.edu">www.ubathletics.buffalo.edu</a>	14,486
<a href="http://www.undergrad-catalog.buffalo.edu">www.undergrad-catalog.buffalo.edu</a>	7,531
ubit.buffalo.edu	2,122

We provide services that include adding a new domain, site, or web server to the index, removing an old site from the index, and creation and maintenance of Front Ends. We have 22 Front Ends, some examples are:

- Admissions

- Advising
- Homepages
- Honors
- Medicine
- Reporter
- SPHHP
- Student Affairs
- UBit

## UB Virtual Host Service

The UB Virtual Host Service lets you replace a long, unwieldy URL with one that is shorter and more descriptive of your web site's content. These virtual URLs, also called "reserved" or "vanity" URLs, help people remember how to get to your web site and make it easier for them to type its URL into their browser. For example, a URL like <http://emergency.buffalo.edu/> is easier to type and quicker to identify than <http://www.buffalo.edu/emergency/>. We currently support over 300 virtual hosts, including:

UBThisSummer.buffalo.edu	eerg.buffalo.edu	natenetwork.buffalo.edu
aauw.buffalo.edu	ehs.buffalo.edu	ncor.buffalo.edu
academicprograms.buffalo.edu	emergency.buffalo.edu	neuropsychology.buffalo.edu
ace.buffalo.edu	eoc.buffalo.edu	newman.buffalo.edu
activities.buffalo.edu	epc.buffalo.edu	nucmed.buffalo.edu
admissions.buffalo.edu	ethnicamerican.smbs.buffalo.edu	nutrition.buffalo.edu
affirmativeaction.buffalo.edu	exercise-science.buffalo.edu	offcampusliving.buffalo.edu
africanamericanstudies.buffalo.edu	facilities.buffalo.edu	old-browsers.buffalo.edu
agingresearch.buffalo.edu	faculty-senate.buffalo.edu	omc-req.buffalo.edu
alumni.buffalo.edu	facultysenate.buffalo.edu	oncampusinterviews.buffalo.edu
anthropology.buffalo.edu	familydecisions.org	ontology.buffalo.edu
apb.buffalo.edu	familyweekend.buffalo.edu	org.buffalo.edu
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atto.buffalo.edu	giftedmath.buffalo.edu	parent.buffalo.edu
autism.buffalo.edu	giving.buffalo.edu	pccsm.buffalo.edu
backyardbash.buffalo.edu	goldenlecture.buffalo.edu	pharm-law.buffalo.edu
biocyclestudy.buffalo.edu	grantcentral.smbs.buffalo.edu	pharmaceutics.buffalo.edu
bioethics.buffalo.edu	greeklife.buffalo.edu	pharmacy.buffalo.edu
biologue.smbs.buffalo.edu	gsa.buffalo.edu	pharmacylaw.buffalo.edu
biology.buffalo.edu	gseu.buffalo.edu	pharmsci.buffalo.edu
bridgetodoc.buffalo.edu	health.buffalo.edu	phhp.buffalo.edu
cacrelay.buffalo.edu	helpdesk.buffalo.edu	pic.buffalo.edu
cadi.buffalo.edu	hireworkstudy.buffalo.edu	poetics.buffalo.edu
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cpmc.buffalo.edu	livingoffcampus.buffalo.edu	studentservices.buffalo.edu
crc.buffalo.edu	marchingband.buffalo.edu	summer.buffalo.edu
crese.buffalo.edu	medcalalumni.buffalo.edu	t2rerc.buffalo.edu
csac.buffalo.edu	mfc.buffalo.edu	taurus.buffalo.edu
cubs.buffalo.edu	mfsa.buffalo.edu	tdm.buffalo.edu
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www.cads.summer.buffalo.edu  
www.chem.buffalo.edu  
www.cogsci.buffalo.edu  
www.commencement.buffalo.edu  
www.compfee.buffalo.edu  
www.eng-intern.buffalo.edu  
www.eop.buffalo.edu  
www.getinvolved.buffalo.edu  
www.grad.buffalo.edu  
www.haptics.buffalo.edu  
www.higher-ub.buffalo.edu  
www.hireub.buffalo.edu  
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### Instructional Database Service

Oracle is one of the world’s most popular database management systems, frequently used in combination with programming languages to build dynamic, interactive Web sites. UB’s Instructional Database service, provided by UBit, makes accounts and storage space available for UB departments, faculty, and students for teaching and learning, as well as for web-based applications.

As part of our Oracle contract and discounted software we need to have an academic instance in which anyone wishing to learn Oracle can have access to it.

Classes for School of Management, Fillard Filmore College, CSE, Geography are all housed on the Academic Oracle Service. In addition, students who want to learn Oracle for a job or for personal knowledge will have an account. There is a 12 month data retention for class so the accounts needs to be preserved for the duration of the 12 months.

Anyone affiliated with UB having a valid UBUUnix account may have an Oracle account within the Academic Oracle System (AOS) for instructional use. Typical uses of accounts include:

- Courses requiring Oracle (i.e. *Database Courses*)
- Independent study projects
- Research projects
- Personal educational use (e.g. “want to learn databases”)

CSE - 60 accounts  
MGT -150 accounts  
MFC - 20 accounts  
GEO - 40 accounts

