

# RedVector.com

industry:: online education & training

www.datag.com

Technology  
that means  
Business

**thousands of registered users**

**dImEx data import/export tool**

**back-end administrative portal**

**dynamic content management**

## About RedVector.com

RedVector.com is dedicated to providing the largest selection of continuing education offerings to licensed professionals in the engineering, architectural, contracting, land surveying and interior design industries nationwide. RedVector.com is a registered continuing education provider of the American Institute of Architects (AIA) and has attracted more than 50,000 users from 50 states and 14 countries. The company also has been featured on CNN, WallStreetReporter.com and in over 600 trade magazines, newspapers and industry journals.

## The Situation.

The RedVector.com team needed a robust set of Web-based business solutions to provide promotion, online purchase and administration of its online continuing education courses. Offering more than 800 courses, RedVector.com also required a site administration system that would simplify management of all online content and transactions. A truly successful Internet company, RedVector.com's online presence also needed to deliver demand generation, lead management and effective communications.

## The Solution.

DataGlyphics provides in-depth consultation, development and support for RedVector.com. The site provides online purchase of home study courses, seminar enrollment and real-time online e-learning. All content and commerce is maintained through a back-end administrative portal – developed exclusively for RedVector.com. The site also features a Contact Management System incorporating **dImEx**, DataGlyphics' real-time data import/export system.

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