



# The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

## Final Copy of Case Study

**YEAR:**  
*2012*

**STATUS:**  
*Laureate*

**Organization:**  
JPMorgan Chase & Co.

**Organization URL:**  
[www.jpmorganchase.com](http://www.jpmorganchase.com)

**Project Name:**  
The King Center Imaging Project, an initiative of JPMorgan Chase

**What social/humanitarian issue was the project designed to address? What specific metrics did you use to measure the project's success?**

The King Center Imaging Project was initiated and driven by JPMorgan Chase's Technology for Social Good group. This team within JPMorgan Chase is focused on leveraging the technology resources and talent within JPMorgan Chase to help nonprofits and NGOs across the globe. The project began with the vision of Martin King, III to make his father's work more accessible to the public so people could learn firsthand from the wealth of knowledge in The King Center archives. Collectively, The King Center archives houses over one million documents that chronicle Dr. King's life as well as the Civil Rights Movement. Until the launch of this website, the archives were generally only accessible to scholars who visited The King Center and made a request for access. Over 200,000 documents were first digitized to ensure they will be preserved for generations to come. Next, each document was carefully reviewed and indexed to ensure ease of searchability and comprehension to visitors on a newly designed website for The King Center (the living memorial of Dr. King). Never before has such a comprehensive collection of Dr. King's papers been made available in this way. Key success metrics included completing the digitization of the full King Papers collection. This is the collection most closely associated with Dr. King. The collection includes over 200,000 documents that cover correspondence, sermons, speeches and more. The full collection has been digitized. Another key metric was to increase the technical capacity of the site to ensure over 1 million visitors can traffic the site in a single day without a crash. This too has been accomplished. Upon launch (MLK Day 2012 - 1/16/12) we plan to let the world know about the site via social media (tweeting to millions of followers).

**Please describe the technologies used and how those technologies were deployed in an innovative way. Also, please include any technical or other challenges that were overcome for the successful implementation of the project.**

JPMorgan Chase, through its Technology for Social Good program, committed its technology expertise to digitize more than one million pieces of history related to Dr. King. Cloud Storage: AT&T and EMC donated 400TB of cloud storage to The King Center for 5 years to warehouse the digital assets and derivatives created by this project. These digital assets are housed on AT&T Synaptic Storage as a Service (powered by EMC's Atmos technology). Digital Images: The design of the imaging lab and the processes for capturing images were engineered by Scott Geffert of imagingetc. The archival master versions of images were captured in accordance with Metamorfoze and FADGI preservation imaging guidelines based upon ISO standards. Document/Image Management: Once documents are imaged, they are ingested into an open source document management system called Alfresco. Alfresco was customized and implemented by Micro Strategies, Inc. Web Design/Development: The user interface and graphical design of the site was executed by C&G Partners. The website runs on Drupal, an open source content management platform. Drupal was customized and implemented by Palantir.net. Infrastructure: The website is hosted in the cloud by Acquia. All of the networking infrastructure at The King Center for this project was set up and configured by Micro Strategies, Inc.

**Please list the specific humanitarian benefits the project has yielded so far.**

This project goes live on 1/16/12. However, public interest to date has been tremendous. We have been promoting the project via a traveling booth at conferences and events around the country and have received amazing interest. A common reaction amongst King and Civil Rights followers alike is, "It's about time." Allowing people to actually see the documents, and from any computer with an Internet connection around the world, is truly unprecedented for King documents. Today, only scholars have seen a subset of the documents by physically being at The King Center in Atlanta.

**Please provide the best example of how the project has benefited a specific individual, enterprise or organization. Feel free to include personal quotes from individuals who have directly benefited from the work.**

This project has changed the lives of the individuals involved directly as well as those who have been previewing the site. In the words of one of our U.S. veterans on the project: "While in the military violence was our solution for everything, being involved in this project has truly showed me that nonviolence when effectively applied can be an extremely impactful approach to social change." Today, most Americans are exposed to about a 1/2 page of text in most academic books about Dr. King and then the learning often stops. This site will exponentially expand access to King's philosophy and teachings and show the world how relevant and impactful his message is today as it was 50 years ago.