

CASE STUDY: AT&T ENHANCED IP SERVICES TRIAL



THE PROJECT: In 1999, AT&T wanted to rapidly deploy an application prototype to showcase their new IP Services solution. These new services included Fax over IP, IPMail, Audio Conferencing, and PC Backup over IP among others. ITCN was contracted to create and host the application until it was production-ready for AT&T.

THE CHALLENGE: Each service offering in the IP Services Trial had to be administered by different individuals to quickly update content, links and features. Connections to the various new services technologies

also had to be developed in order to tie in to the vendors offering these services. User personalization options to track preferences on subsequent visits were also required. In addition, the site needed to be deployed immediately.

THE SOLUTION: ITCN implemented a rapid application development model to create and host a customized multi-tiered content management system. Each administrator was given access to their portion of the site, and a separate area for the site owner was created to oversee all administrative and end user activity. For the user interface, a dynamic data-driven personalization engine was built to allow users to log in and retain personal settings for each visit. In addition, custom connections to the unique IP services were created for various vendors. ITCN turned up initial functionality within four days of project launch and delivered the completed the project ahead of schedule

THE TECHNOLOGY: The site was created and hosted on our Microsoft NT IIS 4 server utilizing Active Server Pages connecting to a Microsoft SQL 6.5 Database. The Enhanced IP portions were hosted by their associated vendors.

THE CUSTOMER: "We really needed to get this services trial up in a hurry. Most of this technology was brand new, and AT&T was trying to scramble and get a market share on the cutting edge. ITCN performed to specs and beyond, generating a dependable, stable environment to conduct our trials in."

- Brad Mohr
General Manager
AT&T Enhanced IP Services Trial Project