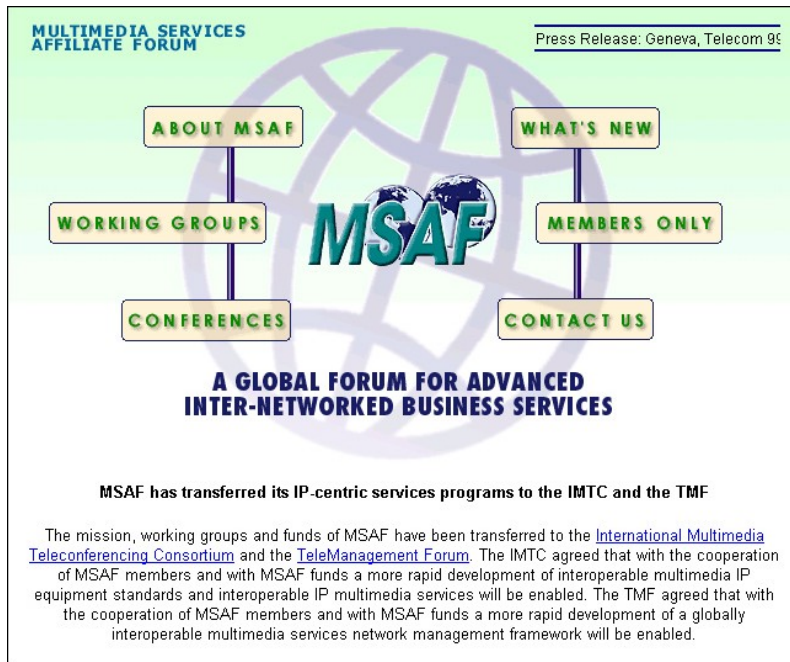


CASE STUDY: MULTIMEDIA SERVICES AFFILIATES FORUM (MSAF)



MULTIMEDIA SERVICES AFFILIATE FORUM

Press Release: Geneva, Telecom 98

ABOUT MSAF WHAT'S NEW

WORKING GROUPS MEMBERS ONLY

CONFERENCES CONTACT US

MSAF

A GLOBAL FORUM FOR ADVANCED INTER-NETWORKED BUSINESS SERVICES

MSAF has transferred its IP-centric services programs to the IMTC and the TMF

The mission, working groups and funds of MSAF have been transferred to the [International Multimedia Teleconferencing Consortium](#) and the [TeleManagement Forum](#). The IMTC agreed that with the cooperation of MSAF members and with MSAF funds a more rapid development of interoperable multimedia IP equipment standards and interoperable IP multimedia services will be enabled. The TMF agreed that with the cooperation of MSAF members and with MSAF funds a more rapid development of a globally interoperable multimedia services network management framework will be enabled.

THE PROJECT: In 1998, ITCN re-designed and re-programmed the Multimedia Services Affiliates Forum Internet site. The fact that ITCN was awarded this contract is a tremendous honor, since board members from Lucent, Microsoft, Sun, IBM and Netscape chose our company over several other vendors to deliver this collaborative site.

THE CHALLENGE: Members of MSAF are scattered geographically due to the organization's internationally diverse member base. ITCN had to develop a database of member information, conference information, and working drafts in progress, which could be accessed and shared from anywhere in the world.

THE SOLUTION: ITCN delivered an Internet site which doubled as a Virtual Private Network. The public could learn about MSAF while at the same time members could log in, communicate with other members, and share presentations and documents. Our document collaboration tool, which allowed members to check in and out drafts of MSAF presentations and RFCs, has received particular praise from William Erickson, the Vice-President of IBM Global Services and Vice-Chairman of MSAF.

THE TECHNOLOGY: The site was created using a combination of Java, Perl and NDBM databases using a Netscape web server running on a UNIX system hosted by IBM.

THE CUSTOMER: "My experience with ITCN includes working with them to successfully manage a web site design, creation, old site migration, implementation and maintenance project. Their customer service has been very good, and exceptionally prompt. ITCN's willingness to take initiative to solve problems or update the site has been excellent. The ability to always reach someone with responsibility and knowledge at ITCN has been excellent. Their many years of design, programming and support experience will be valuable to any organization choosing them to manage similar web site design and implementation projects."

- Ron Hirst
Executive Director
MSAF