



## Sanitized Broadband Portal Solution



### Content Management Server- Case Study

#### The Summary

The client wanted to diversify from voice to data services and had ambitious plans to complement and drive usage on its broadband offering. The client wanted to grow its business in the audio and video delivery realm. AG Technologies provided a comprehensive content management solution. The solution addressed the business requirements and provided a complete end-to-end Content Management Solution. The proposed solution helped Customer manage content through all stages of the life cycle for publishing to external audiences; enabled them to manage content through all stages of the life cycle for publishing to external audiences. Content moved through a workflow process prior to publishing, ensuring that only approved content will be published. Ultimately, this solution helped Customer manage the growing volume of content to be published both internally and externally.

AG Technologies solution addressed Customer's current needs and provided an agile platform to address future requirements as well.

#### The Client

Our client is one of the largest telecom service providers. Client has bouquet of telephony services includes Mobile services, Fixed Wireless Phones, Public Booth Telephony, and Wireline services. Other services include value added services like voice portal, roaming, 3-way conferencing, group calling and data services. The client is planning to provide a range of broadband services to residential and small to medium business users

#### The Business Requirement

The client wants to diversify from voice to data services and had ambitious plans to complement and drive usage on its broadband offering. The client wanted to grow its business in the audio and video delivery realm, and had defined following requirement specifications:

- Customer requires a rapid time to market the solution
- Scalable and reliable
  - System must grow later to support 250,000 DSL users

#### Project Summary

**Industry:** Telecom

**Client Profile:** Client is one of the largest telecom service providers of the country

#### Business Requirements:

The client wants to setup a portal solution that complements & drives usage on its broadband offerings.

#### Solutions:

A comprehensive content management solution that enables Customer to manage content through all stages of the life cycle for publishing to external audiences

#### Solution Benefits:

- Manage the creation Process
- Route Content for approval
- Maintain editorial control
- Provide for publishing of content



# AG Technologies

- Extensible and Capable
  - Enhance and integrate the VOD application
  - Wide range of content
  - Easy site navigation
  - Enable WYSIWYG content editing
  - Content syndication using Internet standard protocols
- Forward compatible
  - System will be supported for future updates of core Microsoft technologies
- Affordability
  - Fast ROI and rapid path to profitability
  - Use internet standard protocols to provide significant savings over traditional cable, antenna or satellite delivery.

## The Solution

The Content Management System (CMS) platform served as a platform, so the client could implement and provide a wide variety of products and services to their end users without having to resort to custom development and integration for every service that is launched. The CMS provided systems for content acquisition, aggregation and authoring, a workflow for ingestion; template based publishing system, categorizing Systems, E-Commerce enablement, Billing integration, Personalization and targeted merchandising, Data warehousing and Business analytics

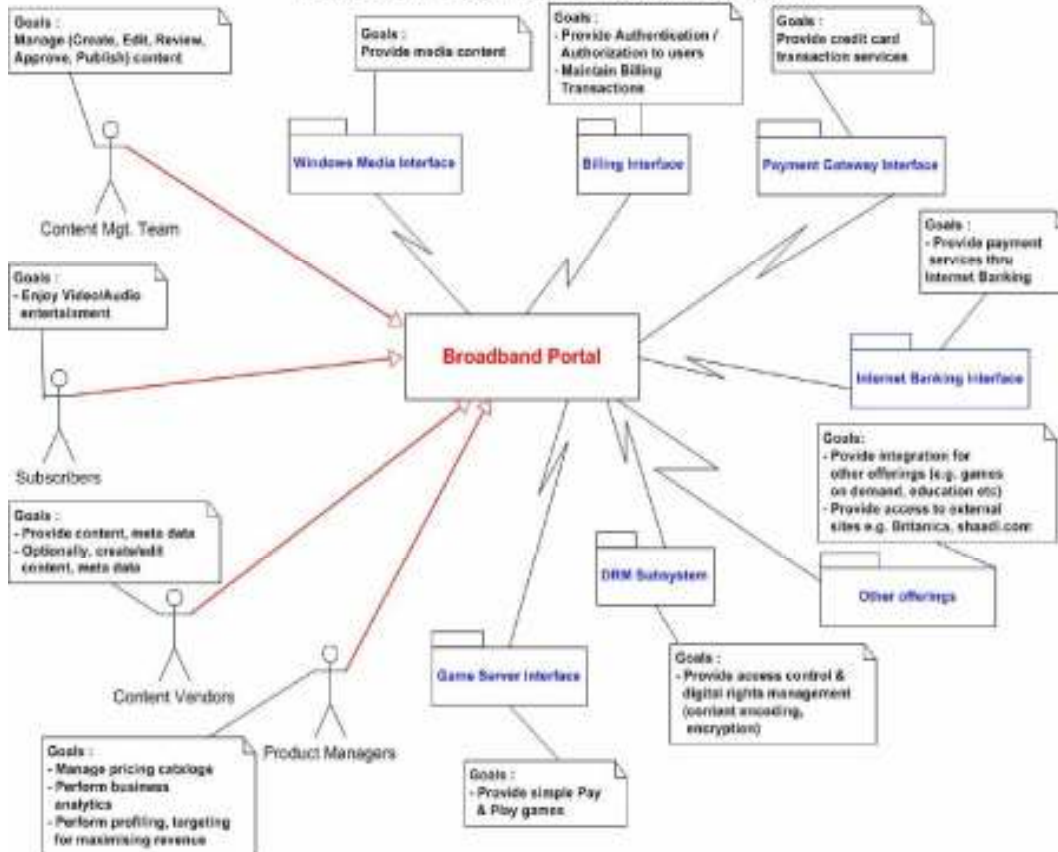
The solution addressed the business requirements and provided a complete end-to-end Content Management Solution.

- Deploy a content management and web service delivery solution utilizing Microsoft technologies
- Define the overall architecture for the Broadband portal solution
- Define the business and operational processes for the solution
- Integrate the solution into the existing Customer data centre
- Integrate with existing DSL service platform
- Provide a consistent end-user experience across the solution



## The Solution Architecture

**Broadband Portal System Context Diagram**





# AG Technologies

## Technology and Tools:

The solution was built using the following technologies:

- Microsoft Windows Server 2003 Enterprise Edition
- Microsoft Content Management Server 2002 Enterprise Edition
- Microsoft Commerce Server 2002 Enterprise Edition
- Microsoft Visual Studio .NET 2003
- Microsoft SQL Server 2000 Enterprise Edition

## The Solution Benefit

This solution empowered Customer business users to:

- Manage the creation process of content for organizational area of focus.
- Route content for approval based on business workflow rules
- Provide for publishing of content from productivity tools such as Microsoft Word to the web
- Maintain editorial control over content submitted by all subsidiaries