

A direct provider of high-speed internet service

\$Revision: 1.2

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1.

Warning:

Due to certain client confidentiality requirements we may not be able to mention them, or provide specific information about techniques used.



DSL Story

2. Project Overview

According to technical research firm Cahners In-Stat Group , the current \$1 Billion Digital Subscriber Line market will balloon to over \$13 Billion by 2004. They project roughly a 77% growth in the DSL consumer marketing by 2004. Today, roughly nine (9) percent of on-line households in the U.S. use some form of broadband for Internet access.

With increased demand will come increased competition. With increased competition will come consolidation. Currently there are a few major providers of DSL with new specialized firms being born.

It was within this market that our client sought and obtained venture capital to begin their business. Their business model was simple "build it, sell it, install it, bill it, and collect it".

They did this on the fringes of major metropolitan areas, betting on the impending DSL consolidation.

They evaluated several Customer Relationship Management (CRM) and billing applications before selecting Clarify™ , Portal™, and Vitria™ . The client also selected a marketing firm to develop and host their first static web presence.

Our project objective was to provide a development strategy which would enable rapid deployment of web content, and to provide business-to-business integration services

connecting the various Application Service Providers (ASPs) which they selected.

3. Solution

First, we initiated Use Case studies of the selected project categories. The first major project was to provide dynamic page generation and message coordination to an Application Service Provider (ASP) which hosts a template based web site creation and hosting process. All marketing collateral resided on the clients web site, while the template based web sites resided on the ASPs web site.

To facilitate rapid development and deployment, we brought in our dynamic page generation and messaging frameworks. This allowed our consultants to rapidly develop and deploy the required web and auditing components.

Concurrent to the development project, the client requested that we develop and implement a strategy to bring the development and maintenance of their static web pages in-house. Thus, we initiated a project which provided for the migration of their web site from an outside hosted provider, to their servers. This provided reduced maintenance costs, and increased flexibility of their web components.

Upon completion of the first two projects and upon our recommendation, the client requested that we migrate a vital component of their web presence into our framework. This component was their "DSL Loop Qualification", which uses another ASP. Using an accelerated timeline, we harvested the existing user interactions and provided dynamic page generation, messaging, and data collection for their improved DSL Loop Qualification processes. We developed Clarify™ DataEX scripts and custom business objects mirroring several key Clarify™ objects. We wrapped additional audits and controls around the process, thus providing valuable marketing information as to the web hits against this web component.

Technologies used to complete these projects were:

- HTML/CSS/JavaScript
- JavaTMServlets
- JavaTM custom objects
- JRun servlet engine
- Microsoft IIS on NT
- Microsoft ASP
- OOA/OOD
- XML