



## Web-enable Business Processes

### The Client

This major Telecommunications Company, which fellow Baby Bell phone company SBC is buying, focuses on local telephone and cellular telecommunications services in the Great Lakes region of Illinois, Indiana, Michigan, Ohio, and Wisconsin. It also provides security-monitoring services to more than one million customers and has teamed with Walt Disney, SBC, and phone companies BellSouth and GTE to deliver video programming. With 12 million local phone customers and 3.2 million cellular customers, the company is trying to enter the long-distance market and is using its security services to push its other offerings. Overseas interests include stakes in telecommunications providers in Belgium, Hungary, and Denmark.

### Client Objective

Like many Fortune 500 companies, client was just beginning to apply Internet technologies to better manage business processes and communications. The Property and Procurement Services Division (PPS) recognized the need to quickly set standards to avoid problems later.

For client, choosing CTI was a logical first step since CTI had participated in numerous Internet-related projects at client:

- Standardization of a Web platform for web applications development in the Corporate PSS division
- Development of a proprietary online document management application
- Development of an online office supply ordering system that will be accessed by all 70,000 of their employees
- Development of an online ordering system for ordering letterhead and business cards from the company's Documentation Management Center
- Development of a Web-based project tracking application
- Implementation of Lotus Notes to support and standardize e-mail and other functions

Client's I.T. group required that a platform provide a user-friendly interface, ease of use and maintenance, compatibility, and an ability to meet system requirements. It also needed load balancing capabilities, scalability, support for open standards, capacity to handle a user base that could fluctuate between 100 or 1,000 per day, and adequate response time.

### CTI's Role

CTI worked with client's PPS staff, IT Director, and Project Managers to determine which of the available platforms would best meet client's needs. The first step in the process was to assemble a well-rounded team of experts with skills in everything from connectivity to web technologies and applications development.

First, the CTI team developed a list of criteria in the form of a matrix. Some functions were more critical than others. The ideal platform would have to support all of their needs, but the CTI team was unsure if such a platform would exist. The team had a lot of research ahead of them. In addition to coordinating the development of the matrix and the platform evaluations, the CTI team leader tracked and documented all phases of the project.



Many popular platforms were evaluated including Net Dynamics, SilverStream, NetScape, Blue Stone, Web Objects and HAAT. The team used the aforementioned matrix to evaluate each of the tools. After extensive research, three finalists were chosen and vendors were invited to demonstrate their platform in client's environment. Ultimately, SilverStream, a Java-based platform, was determined to provide functionality to meet all key criteria.

CTI helped implement the platform and further provided Java applications development to automate some functions within the PPS division as well as other divisions in the company. Web-based links between client PPS and other internal divisions and external suppliers were developed.

#### Real Results

CTI provided technical expertise to help client Corporation improve business processes by employing leading-edge Internet technologies. The team successfully completed development of an online Contracts Management Application, which is currently being used by 200 client employees.

Client's IS management personnel have commended CTI's diligent work. The client was also impressed with CTI consultants who possessed solid analytical, technical, business and communication skills. Client also commended CTI diligence in regularly checking the status and functionality of all applications, taking the initiative to provide valuable reports and alerting client's managers to usage trends and applications misuse.

Following this, CTI will be in the process of developing similar technologies for an extranet application, which will be rolled out to client's 70,000 employees who will be able to order office supplies online.