»Client's Introduction

Entertainment Communications Network, Inc. (ECN) develops and provides custom media solutions and services for ad agencies and entertainment companies. Based in Los Angeles since 1989, ECN has a 20-year relationship with the broadcast community, delivering commercial information for major advertising agencies and buying services throughout North America. Clients connect to ECN's multiple services through a variety of media buying systems, including Strata, Donovan Data Systems, Harris and CORE.

ECN also provides services that were designed specifically to streamline communications between agencies and media, including compliance and verification services, as well as solutions for collecting program and commercial clearances.

»Business Needs

➢ To be on top in the market of distributing and broadcast email, text, voice and fax messages to any number of recipients with speed and reliability.
➢ To be no 1 in transmitting messages in the form of facsimile, voice, text and all means of communications.

»Business Case

ECN came up with the plan to create applications to communicate and exchange information instantly for their customers, ECN consulted Royal cyber for developing the applications as per the requirements.

» Clients Background

ECN's services enable companies and organizations to communicate and exchange information instantly. Through ECN, you can distribute and broadcast email, text, voice and fax messages to any number of recipients with speed and reliability.

FAX
➢ Distribute messages simultaneously to all recipients.
➢ Personalize documents with an unlimited number of inserts.
➢ Submit multiple documents for broadcast, including Word, Excel,PowerPoint, HTML, PDF, Visio and more.
➢ Create andrevise recipient lists, launch and track broadcasts in progress andreview delivery reports on-line, 24x7

Email
➢ Deliver high-impact messages with dynamic content to any number ofrecipients.
➢ Deliver confidential data as a password-protected HTMLattachment.
➢ Receive real-time recipient click-through tracking.
➢ Distribute personalized registration and survey forms; then take action with recipients who complete forms based on their responses.
➢ Use ECN to manage opt-outs

Voice
➢ Deliver pre-recorded voice messages to any size phone list, eliminatingtime-consuming, repetitive calling.
➢ Personalize voice messages with recipient name, product/service,appointment time, etc.
➢ Create different messages for live answer or voice mail delivery.
➢ Transfer recipients to your call center orECN's Client Services teaminstantly.

Alert
➢ Contact recipients based on theirpreferences: voice, email and text messaging.
➢ Reach recipients by phone, while simultaneously sending them an email ortext message.
➢ Personalize voice messages with recipient names.
➢ Connect recipients to a conference call automatically without pin codes.
➢ Send instant coupons andpromotionalmessages to pull recipients on-line

»Solutions

Royal Cyber involved in developing applications for ECN to distribute and broadcast email, text, voice and fax messages to any number of recipients with good speed and reliability. Following are the applications developed by Royal Cyber using Websphere MQ, MQ, Java API's, Web services.
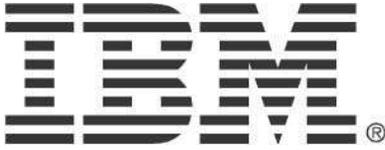
- ➢ **DDS Parser**
- ➢ **Odyssey Submit File**
- ➢ **Odyssey Reply**
- ➢ **MQWeb Monitor**
- ➢ **PrairieFileSender**
- ➢ **PrairieDBsender**
- ➢ **PrairieResponseNew**
- ➢ **PrairieSubmitter**
- ➢ **ReplyMQ**

The above applications have their own features with respect to ECN's customers. These applications validate, parse, clean, automatically store the messages in Database and also send acknowledgement back to the customers.

Since Royal Cyber has good technical capacity of websphere MQ, all these applications are done in short span of time with good quality.

Royal Cyber also involves in doing lot of enhancements, performance tuning and also take care of their production support.

ECN is very happy with Royal Cyber in terms of quality delivery, quick response time in analyzing and solving critical issues, process and adaptability.

IBM