



**Overview**

**Country or Region:** United States  
**Industry:** Entertainment

**Customer Profile**

iN DEMAND is a leading provider of video-on-demand (VOD), pay-per-view (PPV), and HDTV programming. It offers first-run movies, professional sporting events, concerts, and other content through some affiliated cable television systems across the US.

**Business Situation**

iN DEMAND already had several collaboration portals installed based on Microsoft SharePoint Team Services 2001 (STS) and sought an upgrade to the latest flavor of the product, WSS 2.0. A customized migration to WSS 2.0 would provide iN Demand with the best available technology to effectively aggregate information across file servers, databases, public folders, and Internet sites, while requiring minimal IT support.

**Solution**

Having performed numerous WSS 2.0 deployments, The Henson Group provided iN DEMAND with expert migration assistance based on unique insight on the technology and its many nuances, usually known only by Microsoft veterans.

**Results & Benefits**

The Henson Group provided an upgrade to Microsoft WSS 2.0 that delivered to iN DEMAND an intelligent portal that seamlessly connects users, teams, and knowledge so that its professionals can take advantage of relevant information across business processes to help them work more efficiently.

## MAJOR MEDIA SERVICE PLAYER ACHIEVES NEEDED IDENTITY INTEGRATION ACROSS THE ENTERPRISE WITH MIIS 2003

### IN DEMAND NETWORKS

Microsoft Windows SharePoint Services (WSS) Deployment

*“This project exemplifies the strategic advantages that can be gained when a company has the vision to fully realize the potential of its investments in SharePoint technologies.”*

Greg Henson, President/Architectural Consultant, The Henson Group

Award-winning Microsoft Gold Certified Partner The Henson Group, Inc. (THG) executed a challenging migration to a highly customized version of Microsoft Windows SharePoint Services (WSS) for iN DEMAND Networks to provide the company with a collaboration engine enabling its employees across multiple facilities to share information much more effectively and efficiently.

### **BUSINESS SITUATION**

iN DEMAND is a leading provider of video-on-demand (VOD), pay-per-view (PPV), and HDTV programming. It offers first-run movies, professional sporting events, concerts, and other content through some affiliated cable television systems across the US.

iN DEMAND provides programming from movie studios such as Sony and Twentieth Century Fox, and its sports programming encompasses all the big events, from the NBA to NASCAR. The company also owns the all high-definition cable network INHD. iN DEMAND was founded in 1985 as Viewer's Choice, a single channel devoted to PPV events. Shareholders include Comcast, Cox, and Time Warner.

Today, iN Demand continues to make tremendous strides in responding to the demands of the nation's digital cable customers and their desire for more choice and control in entertainment and sports programming.

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However, considering the level of customization iN DEMAND sought, it knew it needed the assistance from a product expert.

As such, iN DEMAND approached Microsoft to explore such a migration. Microsoft quickly drew The Henson Group into preliminary negotiations, based on the fact that THG is a designated "Go To" Microsoft Gold Certified and a recognized expert for SharePoint architecture design and implementation.

The Henson Group specializes in both small- and large-scale SharePoint deployments, performed by a staff of Microsoft Certified Systems Engineers (MCSE), many former Microsoft employees.

The Henson Group offers a dedicated Information Worker Practice specializing in designing SharePoint solutions that enable enterprises to develop intelligent portals that seamlessly connect users, teams, and knowledge.

Successful engagements include SPS deployments for clients across many industries, including A&P (retail supermarket chain), Covanta Energy (utility), Goldman Sachs (financial services), Greenhill & Co. (financial service), Information Builders (software developer), Kohn Pedersen Fox (architecture), and many more.

*(\* Read more about SPS deployments performed by THG at [www.HensonGroup.com/CaseStudies](http://www.HensonGroup.com/CaseStudies).)*

The Henson Group is also ranked in the top 10 US partners for SharePoint on Microsoft's Resource Directory (<http://directory.microsoft.com>), possesses Microsoft's official Information Worker Solutions Competency, and is actively engaged in Microsoft Early Adopter programs in SharePoint technologies.

### **SOLUTION**

WSS 2.0 provides easy-to-use collaboration tools for the enterprise, enabling you to build and manage integrated, team or divisional portal site solutions. To achieve this significant increase in capability, performance, stability, and security, the overall architecture of WSS 2.0 includes many significant changes from its predecessors. The most important of these changes are the use of the .NET Framework, development Object Models, and Web Parts security.



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However, organizations that use many custom Web Parts or that have made extensive use of the multiple document profile features or the routing and approval rules may require more planning and effort.

Having performed numerous WSS 2.0 deployments, THG has the expertise to provide clients with migration assistance based on unique insight on the technology and its many nuances, usually known only by Microsoft veterans. iN Demand is an ideal client for such a migration.

Founded by former Microsoft engineers, THG is a leading Microsoft Certified Partner that specializes in providing highly customized, Microsoft-based business solutions for companies in many industries.

With its strong ties directly to Microsoft — especially with professionals in the various product groups, including the WSS 2.0 team — The Henson Group was able to provide iN DEMAND with premium knowledge transfer based on the latest product news.

To perform a custom WSS 2.0 migration that meets iN Demand's specific needs, THG drew on thousands of hours of experience designing and deployment custom WSS solutions.

As part of this process, THG implemented a methodology that identifies key objectives early in the migration process. Additionally, key decision-making milestones were scheduled at critical stages throughout the project cycle, ensuring that iN DEMAND had ample opportunity to weigh and approve important decisions.

Specifically, The Henson Group conducted detailed discovery to understand iN DEMAND's current systems for document and account management and how WSS 2.0 will successfully improve on the STS 2001 environment. This included defining the file types and taxonomy. Additionally, the business requirements, such as product functionality, load-balancing requirements, usage models, environmental/topology needs, scalability concerns, security, and supportability, were also explored and thoroughly documented.

Based on information gathered during the Discovery phase, THG provided iN DEMAND with a document that divulged the logical migration methodology to fully leverage the potential WSS 2.0 offers.

Following the evaluation and approval of the Solution Representation, THG developed and documented the optimum

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physical architecture based on the findings of the Solution Representation.

With the Solution Architecture agreed on, THG performed setup and installation to the initial servers for the solution. This includes properly installing Windows Server 2003, Network Load Balancing, and SQL Server 2000.

Based on the extensive information THG gathered and analyzed during the previous phases, THG's WSS 2.0 specialists assisted iN DEMAND in configuring WSS 2.0 to store and track documents based on client projects. This included version control, approval routes, and shared workspaces.

Based on information communicated by iN DEMAND regarding how WSS 2.0 will receive and store documents, THG configured the necessary search rules to apply to each document type. This involved creating custom searches using full-text search so that document text, properties, and keywords are searchable.

THG then integrated iN DEMAND's email into the WSS 2.0 site so that client-related email will be aggregated and accessible through WSS 2.0.

In addition to the continuous knowledge transfer THG provided to iN DEMAND's IT professionals throughout the entire project, customized training was delivered to the client's administrators and users on effectively using the WSS 2.0, including the following topics:

- Introduction to the Portal
- Finding Information in the Portal
- Searching
- Understanding Topics
- Understanding Document Libraries and Lists
- Understanding Sites
- Working With Alerts
- Personal Web Sites
- How To Manage the Private View of Your 'My Site'
- Understanding the Navigation Area
- Understanding the Public View of 'My Site'

Once the solution was configured, THG enabled all security settings needed to lockdown the solution. This included authenticating inbound messages, encryption, and the implementation of certificates.

With the solution deployed successfully, THG and iN DEMAND met to review all aspects of the deployment. As part of this process, THG documented all of the concerns of iN DEMAND's project leaders, including requests for modifications and/or programming enhancements.



*The portal facilitates end-to-end collaboration by enabling aggregation, organization, and search capabilities for people, teams, and information.*

THG subsequently executed all modifications and/or enhancements requested by iN DEMAND and delivered the final system and a detailed Solution Definition document and workflow that clearly specified the usage, deployment, and backup processes for iN DEMAND's WSS 2.0 environment.

### **RESULTS & BENEFITS**

Microsoft WSS 2.0 enables enterprises to develop an intelligent portal that seamlessly connects users, teams, and knowledge so that people can take advantage of relevant information across business processes to help them work more efficiently. WSS 2.0 provides an enterprise business solution that integrates information from various systems into one solution through single sign-on and enterprise application integration capabilities, with flexible deployment options and management tools. The portal facilitates end-to-end collaboration by enabling aggregation, organization, and search capabilities for people, teams, and information. Users can find relevant information quickly through customization and personalization of portal content and layout, as well as by audience targeting. Organizations can target information, programs, and updates to audiences based on their organizational role, team membership, interest, security group, or any other membership criteria that can be defined.

The Henson Group, a recognized expert in Microsoft systems installation, and in WSS installations in particular, created a solution for iN DEMAND that fully leveraged the company's existing IT investments and fulfilled the promise STS 2001 indicated.

### **Benefits for iN DEMAND IT Professionals**

- *Reliable and Scaleable Platform:* WSS provides iN DEMAND with a cost-effective, scaleable collaboration and information sharing solution, without compromising system reliability, security, or performance.
- *Reduced Complexity and Cost:* The rich, built-in functionality and ease of use of WSS gives iN DEMAND's IT administrators the means by which to decrease the cost and complexity associated with site provisioning, site management and support, operations, and backup and restore. Moreover, because WSS is so easy to extend as an organization grows, as well as easy to integrate with a variety of applications and systems, it is possible to build a collaboration environment with minimal administrative time and effort.
- *Advanced Security and Administrative Control:* WSS is fully integrated with Windows Server 2003, enabling iN DEMAND's administrators to benefit from the rich functionality offered by such services as Active Directory, Live Communications Server, and MSN Connect. Centralized administration, effective data life-cycle management, and improved network

and site performance are just some of the benefits administrators will enjoy.

### Benefits for iN DEMAND's Users

- *Better Discoverability:* Finding and accessing information across a distributed workplace is a major challenge for which WSS offers iN DEMAND an effective solution. By providing users with a single Web-based team environment and built-in search capabilities, Windows SharePoint Services helps users to find information more effectively than with traditional file shares.
- *Better Communication:* With the built-in alert capabilities of WSS, users can be notified when changes are made to shared information. Microsoft Office Live Communication Server provides iN DEMAND's users with the means to communicate instantly, whether by video or audio, and Microsoft Office Live meeting enables users to communicate and collaborate with anyone.
- *Better Team Processes:* The process of document creation and review is made simpler and more effective with built-in document versioning plus check-in and check-out capabilities. Additionally, using Windows Rights Management Services, authors can determine how their documents are distributed and used by others.
- *Better User Experience:* By integrating Web-based team collaboration services into everyday tools such as Microsoft Office, users can quickly and effectively adopt new collaboration tools and services. And by providing Web-browser access, Windows SharePoint Services makes it easy for users to access team information through a single site on demand.

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