



Challenge: Streamline international product delivery by tapping global resources.

Strategy: Deploy Alphalogix' FOXSphere, based on IBM's WebSphere and Lotus collaboration technologies.

Results: Cut weeks out of product launch schedules, potentially generating \$20 million in added revenue.

The first portal deployed in a major studio

Launching a blockbuster movie such as "Master and Commander" is no mean feat. Hundreds of people working in separate teams in Paris, Tokyo or Sydney spend months strategizing on everything from geography- and demographic-specific marketing campaigns, to film distribution and T-shirt sales. Lengthy conference calls, draining in-person meetings and countless e-mails are the tools of collaboration. At most movie studios, this patchwork communication yields redundancy, missed revenue opportunities, fragmented knowledge sharing and a whole lot of wasted time.

FOXSphere - Mining its most valuable asset - its employees - the fabled movie studio contracted California-based IT services firm Alphalogix to develop a global knowledge management system that would allow team members, industry experts and employees in different time zones to collaborate in real time. Called FOXSphere, the new system delivers a worldwide, IBM-based Web portal that can be accessed by the International Theatrical and Home Entertainment Departments outside of the U.S. FOXSphere allows these employees to communicate more efficiently, react more quickly to market trends and deliver products faster than traditional phone, e-mail and video conferencing methods.

A Unique Solution - FOXSphere is the only tool of its kind in the industry. It establishes a global community via a single, secure point of access where employees and partners can pinpoint accurate box-office revenue data or locate experts in marketing Italian drama, for example. Product managers can use FOXSphere as an ad hoc collaboration workspace to coordinate various team members' actions for everything from print/dubbing to advertising to ensure a film is ready for launch. FOXSphere also acts as a global worldwide meeting center where employees can use instant messaging, screen sharing and videoconferencing to plan events.

Alphalogix developed FOXSphere's collaborative framework using IBM's WebSphere Portal Server Extend. This solution provides a single sign-on point of access that connects employees around the world to the applications and people that will help them do their jobs more effectively. IBM Lotus Instant Messaging and Web Conferencing help users communicate more freely over the portal, and IBM Lotus Team Workplace delivers Web-based team collaboration. IBM Lotus Discovery Server allows employees to quickly track down necessary information while IBM Tivoli Access Manager for e-business provides the security to ensure that only users with authorized access can enter the portal.

The Future - 20th Century Fox executives expect FOXSphere to help teams cut weeks out of new product launch schedules while delivering enough efficiency and expanded knowledge sharing to increase revenues by \$20 million in the first year after its complete rollout in 2004.

Case Study provided by IBM.

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