mediaone.world

Intranet
Site Plan

mediaone.world Intranet Site Plan

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Executive Summary

The MediaOne Intranet site builds on available and developing technologies to provide efficient communication between MediaOne and its employees, and helps to ensure that MediaOne will not be left behind in the current explosion of Internet development.

The MediaOne Intranet site — mediaone.world — is a secure internal web site, available only to MediaOne employees. Since all employees will be accessing the same Intranet site, information is uploaded once and is then available immediately to everyone. Designed to present a cohesive view of MediaOne, its activities, and its people through both text and graphical content, the Intranet also provides an opportunity to educate employees about burgeoning new technologies.

Main features of the MediaOne Intranet site include:

- **Employee Resources**: The Employee Resources section will include such information as job postings, company benefits and programs, training materials, and access to employee information through HRIS when it comes on-line.
- **Press Box**: The Press Box section will provide users a direct line into corporate news and events to keep them up to date as to happenings within the company.
- **Departments**: The Departments section offers information about all MediaOne departments, groups, and regions.
- **Company Information**: The Company Information section of mediaone.world provides new and current employees alike an introduction to MediaOne — its history, its services, and its vision for the future.
- **Directory**: An on-line directory to include information for all MediaOne employees will be available. As there is no corporate-wide employee directory currently available for MediaOne, this will be an invaluable resource, functioning very much as an electronic telephone book.
- **Tools & Gadgets**: This is the mediaone.world section that will feature resources for operating on-line.
- **Search**: Using an Excite search engine, a "search form" has been included so that users may search the entire mediaone.world site by keyword.

Additionally, mediaone.world will make use of such technologies as Java, Shockwave, and streaming audio and video to provide increased functionality and interactivity to the end user.

mediaone.world is being researched, developed, and implemented by the Web Integration Technologies group, a team of individuals covering both creative and technical issues. With input from MediaOne departments, groups, and individuals, mediaone.world promises to deliver features which are both informative and entertaining, and will serve as a bridge to 21st century communications.

Introduction

The Internet

The Internet is the name commonly given to the global system of computer networks which developed out of the 1973 Internetting project carried out by the U.S. Defense Advanced Research Projects Agency. While the original intention was to create a decentralized computer network that could withstand a nuclear blast, the result has proven to be a powerful communications entity linking businesses, institutions, organizations, and individuals world-wide.

Widely-used features of the Internet include electronic mail, newsgroups, Internet Relay Chat, gophers, and the World Wide Web (frequently referred to as "the web" or "WWW"). When organizations and individuals establish a "web presence" or a "web site," they are offering their own materials for viewing by others around the world on the World Wide Web. These materials can be viewed using "web browser" software, such as Mosaic, Microsoft's Internet Explorer, and Netscape Navigator. Web browsers are typically graphically-enhanced, meaning that material is presented in the form of both graphics and text, though some browsers are solely text-oriented.

"Surfing the web" refers to perusing various sites on the World Wide Web with a web browser.

Given the global reach of the web, there are no limits to potential audience for any particular site offered on the World Wide Web. For example, a web site or "home page" created by a student at the College of Charleston is accessible not only by other students at the college, but also by people as far away as Russia and Singapore, merely by virtue of being on the World Wide Web. Additionally, while local organizations may design their sites specifically for their immediate communities, they still are accessible by a global audience.

Commercial applications of the web are expanding exponentially, though many businesses currently use the web primarily as a means of presenting their services to potential customers. Such commercial sites typically function as "electronic brochures," offering portfolios of completed projects, client lists, details of upcoming endeavors, and contact information. These sites are "interactive" in that the user — the person browsing such a web site — has complete control over what information is accessed, and how long the site is explored. It is therefore necessary that these sites be not only informative but interesting, as a web audience is anything but captive, and competitor sites are only a mouse-click away.

Intranet

An "intranet" is an internal site making use of much the same technology as is employed on the World Wide Web. Primarily, intranet sites are maintained by companies on internal servers, accessible only by employees and not available to the global public at large. These intranet sites are kept secure from external access through the use of one or multiple "firewalls" — security measures which block access to those outside the company's internal network. While users inside the firewall still have access to the global World Wide Web, those outside the firewall cannot get inside to the Intranet and other internal sites.

These internal sites are accessed in much the same way as sites on the World Wide Web, in that users still employ web browsers to view the information.

A corporate intranet site allows a company to distribute information immediately to its employees — there is no delay while newsletters or memos are printed and mailed, no backlog of telephone calls to be made or e-mail messages to be sent. With an intranet in place, employees have constant access to current information, from project schedules and benefits information to corporate announcements and updates. An intranet site provides an excellent means of keeping in touch with employees — through user input via on-line feedback forms — allowing efficient communication across time zones and shift schedules, while also ensuring that everyone has access to the same information at the same time. Such sites prove especially useful to companies with offices in multiple cities, states, and countries.

The MediaOne Intranet
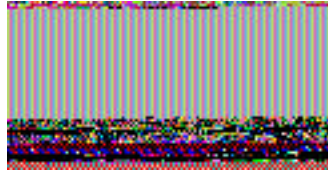
Purpose

mediaone.world is an internal site designed to answer three basic questions: What? Where? and Who? The site will present to employees a cohesive view of MediaOne, its activities, and its people. Offering instant accessibility, mediaone.world serves as a means of communicating with employees, ensuring that everyone has immediate access to the same information. This site is designed to be a central resource of information, news, and events on-line.

Additionally, as MediaOne moves into the realm of becoming an Internet Service Provider in its own right through MediaOne Express, mediaone.world will help employees better understand the possibilities offered by this new technology into which the company is aggressively moving.

Target Audience

mediaone.world is designed for use by MediaOne employees, who will have access to this internal web presence through computers on the company's internal network. External users are prevented from accessing this internal web presence by our firewall.

Links to the mediaone.world site will also be provided for U S WEST Media Group employees at large via the umg.world internal site.

Netscape Navigator

While Netscape has established itself as a forerunner in the Internet development industry, Netscape has further distinguished itself by being one of the first companies to provide Java, Javascript, and Shockwave functionality in its web browser software.

mediaone.world is being developed for use with Netscape Navigator and is currently enhanced for version 3.0. Users are alerted to this fact on the main page, and a link is provided to give more information on obtaining current versions of Netscape Navigator.

Although Netscape Navigator has been designated as the preferred web browser for viewing mediaone.world, other web browsers are also compatible.

MediaOne has already licensed Netscape Navigator for multiple users across the company, although it has not yet been determined how many licenses have been purchased and how many of these are in use. Netscape Navigator has already been licensed for use by MediaOne as part of the Highway 1 initiative; Will Richmond and Kate Connolly are handling this contract.

Additional interactive functionality will be implemented using Java and Javascript — coding languages which have revolutionized the World Wide Web.

Site Features

Employee Resources

The "Employee Resources" section will include such information as job postings, company benefits and programs, training materials, and access to employee information through HRIS when it comes on-line.

Within this section, the Feedback Forum offers a direct connection to the Web Integration Technologies group, allowing users to offer comments and ask questions via e-mail.

Discussion Groups might be offered here, covering a variety of employee interests and also providing a forum for the discussion of new technologies and an interactive Questions and Answers discussion on-line.

Training will have a presence within Employee Resources and will offer employees information regarding MediaOne training opportunities. This will include training schedules and course materials, and may also feature interactive, multimedia presentations. Making training presentations available on-line in this way would ensure that employees have immediate access to the latest materials, and mediaone.world would offer greater distribution of such presentations.

Limited access into the HRIS system being built by Human Resources will also be available at a later date. This system is being constructed in PeopleSoft in an effort headed by Susan Ellis in Human Resources. The HRIS will ultimately feed the mediaone.world personnel directories and will also allow employees to check and update specific records via their desktops.

MediaOne job postings will also be linked to this section. Updated regularly, these postings would be listed both by region and department, and are also searchable by keyword. This method of distributing job postings reduces both costs and time involved in faxing and mailing openings to offices corporate-wide and ensures that everyone has access to the same information simultaneously.

Another feature of mediaone.world will be availability announcements of software upgrades, so that employees are able to keep their web browser and related software current. There is the possibility that these upgrades may be available for download directly from the Intranet site itself, rather than requiring that employees connect to the very busy Netscape and similar download sites or contact MediaOne technical support.

Information regarding employee Benefits will shortly come on-line, with the help of Peggy Raftery in Human Resources who is supplying this information. Employees will be able to check their health plans, medical coverage, and other benefits via mediaone.world.

Current MediaOne and U S WEST Media Group job postings are available on-line. mediaone.world will offer job postings throughout U S WEST through the use of a Resumix system. This feature will be added in the early summer of 1997.

This Employee Resources section could also serve as an on-line resource for new employees. Such features might include electronic "paperwork" to be filled out on-line — pending an electronic signature solution — which would then be automatically routed to appropriate

departments and individuals. New employees might also be able to sign up for various benefits programs — and their cable service — via mediaone.world.

Additional features for new employees might include multimedia presentations introducing employees to MediaOne and perhaps offering tours of various company facilities. Such presentations might make use of digital video — possibly a welcome message from Mr. Hostetter himself — and interactive programming. These presentations can be delivered via download from mediaone.world and also might be fully functional on-line, allowing the user to view the presentation directly within the web browser window.

Press Box

This section provides users a direct line into corporate news and events to keep them up to date as to happenings within the company. Press Box features will include such items as company publications (Across Technology, Plugged In, etc.), annual reports, community relations, and press releases. mediaone.world will also in the future include more industry-wide news (cable, ISP, etc.) in addition to MediaOne news.

One planned element of this section is digital video clips featuring company executives and project leaders. Updated weekly, these clips would inform employees about project developments and new company directions while also allowing them to get to know our corporate leaders. Additionally, employees at other levels of the company could be featured on a monthly basis (i.e. a customer service representative describing personal success with the new C2IT workstation). This feature will be introduced on-line in the third or fourth quarter of 1997.

Included within mediaone.world's Press Box section, Community Relations features photographs and details of employee participation in community events and programs. Currently on-line are three northeast region events in which Continental Cablevision employees were involved: Junior Achievement's Miniature Grand Prix, NH Junior Achievement's Miniature Grand Prix, and Race for the Cure. Sandy Bosco has volunteered to assist in the development of this section.

Another feature of this section will be the inclusion of MediaOne corporate and regional press releases, which will allow employees to remain current with both company and industry happenings.

The Press Box on mediaone.world allows on-line access to issues of *Across Technology* and *Plugged In*. Both current and archival issues of each of these publications are available.

In cooperation with Creative Services, web versions of these publications will ultimately be developed alongside the print version. This strategy allows for greater publication integrity and simultaneous release — on-line and in print — of each publication. Should "in-print" versions of each newsletter ultimately be phased out or greatly reduced in favor of on-line distribution, significantly lower printing and postage costs might be realized. On-line publishing also allows greater creative freedom and "user friendly" interactive functionality without the limitations of static paper-based publications.

Sue Kazmier is the content editor for *Across Technology*. Dave Wood is the primary contact for *Plugged In*, and Emily Andrews-Verri, Jennifer Fritz, and Matt Parent of Creative Services function as contacts for submission of graphical and text materials.

While the WIT group will be available for input as to lay-out and on-line design and to assist with preliminary coding, creating the "ready for web" version of each publication should be primarily the responsibility of those creating the print publication. The WIT group is researching and will recommend Quark to HTML/PDF conversion methods.

The "Qwestions & Answers" publications answer employee questions about the merger between U S WEST and Continental Cablevision. Through mediaone.world, both current and archival releases are available on-line, allowing an opportunity to further educate employees about the recent acquisition. Aimée Fitzgerald has been supplying these issues as they have become available.

Departments

This section offers information about all MediaOne departments, groups, and regions.

Departments to be featured in the mediaone.world redesign of May 13, 1997 include Public Affairs, Broadband/High Speed Data, Human Resources, Information Technology, and Marketing. Departments whose Intranet presences will be added later are Engineering, Customer Care, Telephony, Enterprise Transformation, and the Regions.

Public Affairs

The development of the Public Affairs section will be directed by Rob Stoddard.

Broadband/High-Speed Data

The MediaOne Express initiative is a very exciting and quickly developing new market for MediaOne, and this section of mediaone.world allows employees to remain up-to-date as the company establishes itself as an Internet Service Provider. A link is provided to MediaOne Express web site, which has been developed independently.

The High-Speed Data Operations group has established its own internal web presence, which is featured in a link from this mediaone.world section.

Additional material and appropriate links will be determined following consultation with High-Speed Data.

Human Resources

This feature of mediaone.world will allow users to learn more about the benefits and plans in place within the company and will also provide contact information. Planned features for the Human Resources section include a Frequently Asked Questions (FAQ) list about 401K and pension plans, contact information for employees with more specific questions, on-line access to the "Qwestions & Answers" publications (also available through the Press Box section), current job postings (also available through the Employee Resources section), and a link to a MediaOne personnel directory.

Additionally, employee handbooks and manuals may be made available via mediaone.world, and through the use of on-line forms, users will be able to register for training sessions, which through the potential use of the Now Up-to-Date web server, would be detailed in electronic calendars included within mediaone.world.

The 401K and pension plan FAQs will be compiled by Human Resources for mediaone.world. For employees who have more specific questions about these plans or about other MediaOne benefits and policies, contact information will be provided.

Human Resources is currently developing a comprehensive HRIS system, which has on-line applications. Through the inclusion of forms on mediaone.world, employees will be able to update personal information on-line — submission of these forms would be appropriately routed for any necessary approval before being implemented at the database level. Employees would only have access to their own records, so the HRIS system would be secure.

Database and mediaone.world access options are being researched, and PeopleSoft will likely be the system of choice.

Current MediaOne and U S WEST Media Group job postings are available on-line. mediaone.world will offer job postings throughout U S WEST through the use of a Resumix system. This feature will be added in the early summer of 1997.

The Learning Centers of Excellence has been included within the Human Resources section, allowing employees to find out more about this initiative on-line.

Susan Ellis has agreed to serve as the Human Resources Liaison for mediaone.world, and Peggy Raftery and Peg Gaven are also working in conjunction with the WIT team. Human Resources is responsible for the collection and maintenance of materials concerning company policies. Information regarding MediaOne personnel included in the searchable database directory must be kept current. Susan will interact directly with the WIT team to determine exact content to be included on mediaone.world as well as the schedule and frequency of updating this information.

Information Technology

This section of mediaone.world will include information on the Information Technology department's groups, initiatives, and activities.

Preliminary features of this section include sub-sections devoted to the Research and Development Lab, the C2IT initiative, and IT Sources. Also available with be organizational charts for the Information Technology department.

IT Sources

The IT Sources section of mediaone.world provides a central repository of information for Information Technology employees and also serves as a preliminary test site for corporate Intranet possibilities.
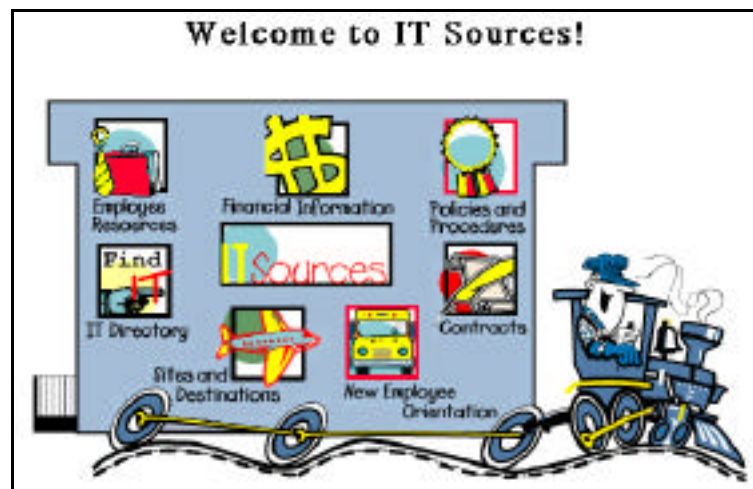
IT Sources has been made secure at a variety of levels. As part of the development of the IT Sources site, the web group will create an interface which will allow IT Sources site administrators to maintain secure access, making changes as needed to which individuals should have access to what materials.

Major features of the IT Sources site include: a searchable personnel directory of IT employees similar that currently featured for the Pilot House; financial information; department policies and procedures, with appropriate forms available for download; summary documents of current IT contracts; and directions and contact information for IT site locations.

Marketing

Ann McCartan within the Northeast region has been working with the WIT group to develop a web-based application which allows team members to share information regarding customer event campaigns scheduled during the coming year. This site is fronted by a Customer Event Schedule — a calendar which serves as a navigational device.

This site additionally allows those involved in these projects to "drill down" from the main Customer Event Schedule to view strategic and tactical documents and materials related to that campaign.

This site is secure to allow access only to designated individuals within MediaOne.

Company Information

This section of mediaone.world would provide new and current employees alike an introduction to MediaOne — its history, its services, and its vision for the future. Through the use of graphical and multimedia content, mediaone.world could trace MediaOne's evolution from its beginnings into the company that it is today and will be tomorrow, and the site will also provide detailed descriptions of the products and programs offered by the company. Hypertext links would be provided to relevant topics — such as descriptions of current projects — within mediaone.world, allowing employees to learn more about specific subjects.

Contained within this section will also be a link to the Employee Resources section, allowing users to access such information as current job postings, training materials, and benefits information.

Who We Are

This feature offers an introduction to MediaOne and its evolution over its years in operation. Employees are able to learn more about MediaOne as a major contributor to American media culture.

Today, MediaOne is the third-largest multiple system operator (MSO) in the United States, serving over 4 million customers in more than 750 communities nationwide. Its systems are among the most technologically advanced of any large cable company.

Beyond this, MediaOne is emerging as an important international provider of cable television and other communications services. Community-driven and with a growing audience worldwide, we got an early jump on the "think globally, act locally" concept adopted by many successful companies today.

This "Who We Are" section gives visitors a feel for the new directions and technologies which MediaOne is pursuing.

What We Do

This sub-section of Company Information would offer details on the products and services that we provide to our customers across the country. Links to relevant web sites would include the main MediaOne external site and the MediaOne Express site.

Where We Are

Providing information on MediaOne sites and facilities across the country is another example of material which would be included in the Company Information section. The various offices and centers would be highlighted on a map of the United States. This map graphic would serve as a navigable imagemap, allowing users to learn more about a particular site by simply pointing and clicking on the map with the computer mouse.

Each data center profile might feature a description of the center's activities, photographs of the site, and information about the people based there. Also considered for inclusion are photographs of these individuals as well as their contact information (e.g., featured e-mail addresses would be "hot" — a simple click of the mouse would bring up an e-mail window to send mail immediately).

Links to related projects associated with each data center might be embedded inside these profiles. For example, within the Richmond data center interactive floor plan, a link would be provided to the Research and Development Technology Lab (a section otherwise accessible from the main "IT Projects" screen). A mouse click on the R&D Lab might bring up a photograph of appropriate activity, a description of work being done, and links to relevant people and project descriptions.

Internal and External Initiatives

This feature would offer information on MediaOne initiatives, both geared toward external customers and employee productivity.

Each project listing will provide the user with more information about that particular initiative. Each project would then provide further links to relevant features and services, as well as links to the web pages of external business partners involved in that undertaking. Included in these sections could be schedules for each project, possibly made available via the Now Up-to-Date server, which would allow users to import schedules directly into their own personal calendars.

A simple "Project Overview" option might also be made available to provide users with a basic summary of various endeavors.

An example of an initiative to be included in this section is the C2IT project. As a part of this profile, a graphical representation of the new Customer Care Professional (CCP) integrated workstation will be included. The workstation screen itself might provide links to explain the various icons and features available to CCPs on the new desktop — such as electronic mail and ClarisWorks — while options to learn more about RWD, CableData, or other business partners would be available via links to those vendors' web sites.
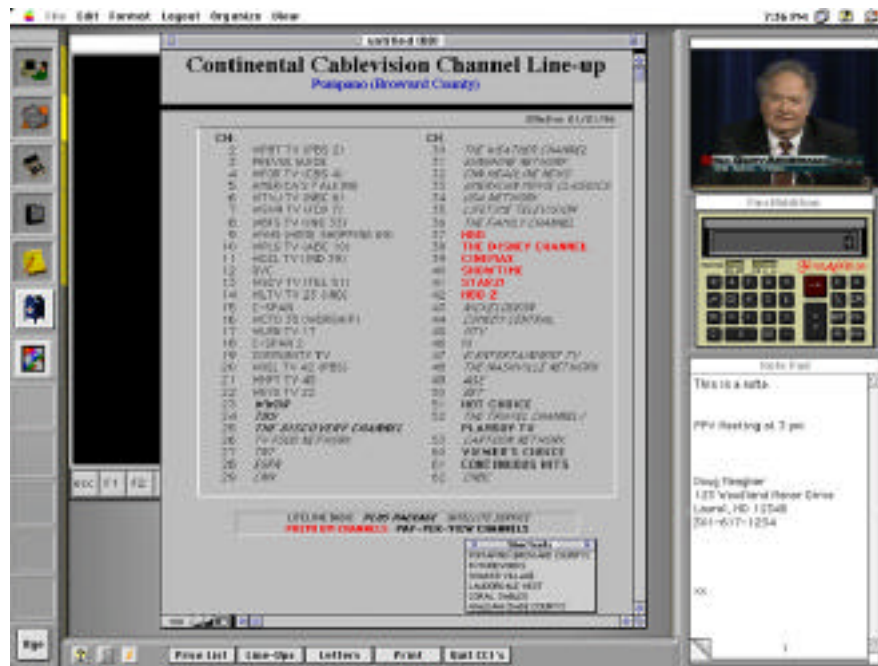
An additional example of possibilities for the C2IT project section of mediaone.world includes tracking the roll-out of the CCP workstations. Through the use of a strategically placed digital camera, visitors to mediaone.world are able to see images of the roll-out as it is taking place.
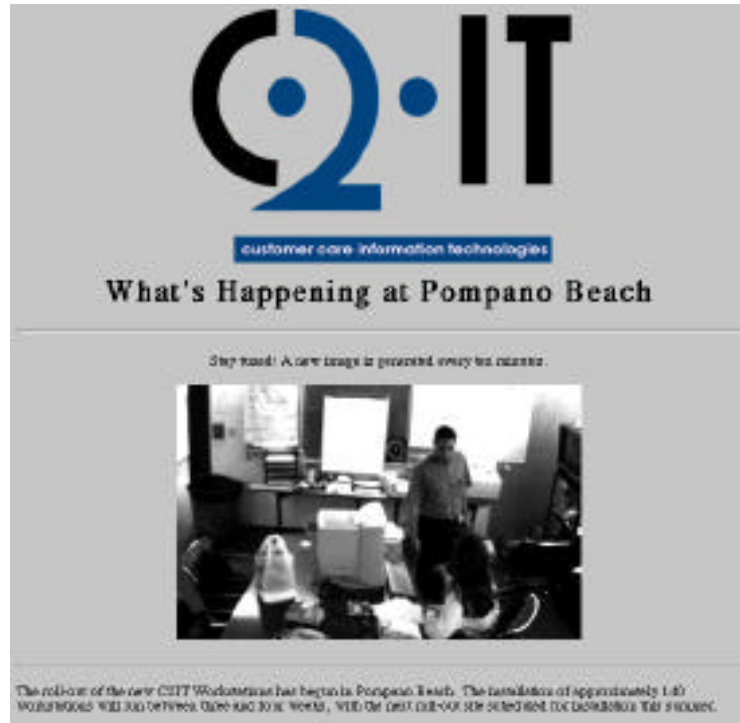
This camera might travel from site to site as the CCP workstation roll-out continues. Featuring such photos and statistics from the installation could help future roll-out sites prepare for their own installations and could help keep employees up-to-date as to the progress of C2IT. The possibility of using a camera providing a live videofeed is also being investigated.

Directories

An on-line directory to include information for all MediaOne employees will be available. As there is no corporate-wide employee directory currently available for MediaOne, this will be an invaluable resource, functioning very much as an electronic telephone book, to be updated as required. Featuring digital photographs and "hot" e-mail links — offering immediate accessibility to the individuals whose records have been retrieved — this directory will draw its information from the HRIS system currently being developed by Human Resources.

Employee information will only need to be updated in one central location, as opposed to maintaining separate databases. Such updates might be completed on-line by employees, through the use of electronic submission forms which would be sent via the Intranet directly into the HRIS database. Employees would only have access to their own records, so the HRIS system would be secure.

Database and mediaone.world access options are being researched, and PeopleSoft will likely be the system of choice. NeXT's WebObjects is being evaluated as a possible interface solution with the HRIS.

A preliminary model of this on-line directory — the Pilot House "Faces" project — is currently available via mediaone.world. Programmed in Oracle, this smaller directory features personnel at the Pilot House, complete with digital photograph and hot e-mail addresses in place. Tracey Czajak in the Human Resources department at the Pilot House has taken responsibility for maintaining this database.

A "Find IT" personnel directory also exists for searching Information Technology employees. Dolores Settle located at the Richmond IT Center has taken responsibility for maintaining the information contained within this database. The Faces and Find IT data will be merged into a single searchable database.

Tools & Gadgets

This is the mediaone.world section that features resources for operating on-line. Offerings here will include a list of necessary plug-ins for viewing the site, the Help feature, a list of links to other useful business resources (e.g. Federal Express and United Parcel Service), possible site statistics, a mediaone.world site map (both in text and Hot Sauce format), and a link to the main Media Group Intranet Federation page.

Several of these resources would also be available through the Employee Resources section. Other features might include information on the larger Internet as well as the World Wide Web at large, in addition to information about mediaone.world itself.

Another feature of mediaone.world will be availability announcements of software upgrades, so that employees are able to keep their web browser and related software current. There is the possibility that these upgrades may be available for download directly from the Intranet site itself, rather than requiring that employees connect to the very busy Netscape and similar download sites or contact company technical support.

The Internet

This section of the MediaOne Intranet would allow employees to find out more about the Internet in general and specifically about company policy concerning use of the Internet from the MediaOne network. Information such as exactly what the Internet is and how it has evolved could be included, as well as discussion of its many applications in corporate, educational, and other fields. Updated information on new directions underway in Internet development — such as Internet security measures and live video feeds — might also be included.

Especially as MediaOne is moving toward becoming an Internet Service Provider, this opportunity to learn more about the Internet will help employees to understand more about this new business.

Another option available would be "netiquette" — etiquette on the Internet and on MediaOne's internal networks. Information to be included would cover such issues as the proper use of e-mail. For instance, just because an employee *can* send an e-mail message to Amos Hostetter does not necessarily mean that this employee *should* send such a message.

To further educate employees about the nuts and bolts of the Internet, resource links might be provided to introduce such elements as HyperText Mark-up Language (HTML), Common Gateway Interface (CGI), Java and Javascript, and Virtual Reality Modeling Language (VRML).

Building mediaone.world

An additional sub-section entitled "Building mediaone.world" might be added, detailing the key players and technologies involved in the conception, construction, and maintenance of mediaone.world. This section would include appropriate contact information, how the different departments have developed and deployed their particular sections, and descriptions of the technologies and tools employed.

Need Help?

This page welcomes users to the site and gives a brief introduction to the purpose mediaone.world, provides instructions for users new to the web, and offers information about upgrading web browsers to current versions of Netscape Navigator (which is preferred for optimum viewing of mediaone.world).

The "Need Help?" page introduces concepts such as hypertext links, graphical links, and image maps, and provides instructions on how to make use of these features. Brief explanations are also given of several of the more frequently used Netscape Navigator buttons to aid new users in their web explorations.

For those with more specific questions, contact information for the WIT group is provided.

Site Search

Using an Excite search engine, a "search form" has been included, so that users may search the entire mediaone.world site by keyword. Information included on mediaone.world is "recompiled" on a daily basis, so search results are always current. This search feature provides quick access to specific information, and allows the users to navigate to particular subject material easily and directly if they are unsure under which Intranet category subject material might fall.

Users may search specifically mediaone.world, or the World Wide Web at large.

Additional Features

As mediaone.world evolves, increasing volumes of sensitive material are being requested for web publication. Several different levels of security may be implemented, to ensure that only those users for whom the material is intended will actually have access. This security is implemented through user ID and password protection.

Already mentioned in association with Human Resources/Training and the Press Box section, interactive multimedia presentations highlighting various projects could be available via mediaone.world both for download and direct play. These presentations would include digital video detailing specific projects and facilities, interactive training and welcome materials, and speaker support presentation materials.

Upcoming functionality also includes the use of FileMaker Pro to make information stored in such databases available on-line. Examples include the "Social Contracts" database which houses information related to connectivity in schools; and the Information Technology purchasing system, which would ultimately allow employees to initiate the purchasing process on-line, saving time, effort, and paperwork.

Additionally, each geographical region may develop its own web section to be included within mediaone.world. This would allow each region not only to more efficiently share information locally, but also to let the rest of the company know about projects, updates, and successes particular to the region.

mediaone.world is also being used as a secure "ftp" (file transfer protocol) site for the transmission of large and sensitive files. Files housed on the ftp server can be both user ID and password protected.

Use of the Now Up-to-Date server would allow the posting of project and other schedules on-line, and further makes these materials available for users to "drag-and-drop" into their personal calendars. An example of this use of Now Up-to-Date can currently be viewed on the New Media home page.

Future options for mediaone.world include the use of both on-line newsgroups and real-time "chat" or discussion rooms.

Links to umg.world, meadiaone.com, and uswest.com will be provided where appropriate within the mediaone.world site.

Development, Production, & Maintenance

Prerequisites for Intranet Access

mediaone.world accessibility is mainly a matter of hardware and software. Computers which are on the company's internal network and which have web browser software will have access to mediaone.world. Once the software has been installed and configured properly, typing in the URL of mediaone.world will take the user directly to the site.

The aid of MediaOne's IT Directors will be enlisted in updating information on the mediaone.world user population, so that appropriate announcements can be prepared as additional users come on-line. Additionally, the IT Directors will assist in designating regional contacts for distribution of appropriate web browser software to grant access to those employees who do not have the required software and connections in place.

Personnel

The mediaone.world site is being developed and maintained by the Web Integration Technologies group. This team features a Director, Development Manager, Project Manager, Internet Systems Specialist, Web Developer, two Web Programmers, and a possible Production Assistant.

The WIT Director, Bill Gonzalez, is the primary contact for web and related development, and reports directly to the Vice President of Research & Development.

The Director functions as an "Internet evangelist," selling the idea of the web and multimedia to various departments and individuals within the company, and coordinates efforts with the external web site.

The Project Manager is responsible for project planning, coordinating vendors, and rollout. This person manages relationship with internal MediaOne clients and coordinates the delivery of materials for web publication to the production group. This person is also key in the planning of any new WIT endeavors. The Project Manager works closely with the Development Manager to coordinate WIT group efforts.

The Director works with the Development Manager, Jennifer Willis, to develop new projects, to identify web and multimedia development strategies, and to launch these initiatives. These two also work together to determine the communications and media needs of the company and to identify appropriate solutions.

The Development Manager oversees the development of web site layout, content, and functionality and provides creative direction for web sites and multimedia projects. This individual is directly involved in the production of web sites and related projects.

The Development Manager works with the Web Developer and Java Programmers to determine the look and feel of mediaone.world and related projects while also maintaining the "vision" and creative integrity for the web sites and multimedia presentations.

The Internet Systems Specialist, James Sentman, provides day-to-day support for web development, including set-up and maintenance of web servers, hardware and software specifications, general systems configuration, and providing technical solutions. The Internet Systems Specialist will work with the Web Master to determine and implement technical strategies and to monitor the internal web site, to determine the frequency of visits to the site and the geographical regions from which such "hits" are originating.

This individual supports MediaOne web sites through research, installation, support and maintenance of web servers and relevant hardware and software. Working with the Development Manager, the Internet Systems Specialist determines technical web strategies and may be on-call for technical support during major events.

This position provides support and technical services to both the internal and external web sites and may also become involved in creative development.

The Java Programmers provide Java and other programming requirements to the WIT group and are integral members of the development team. Additionally, these individuals assist the Internet Systems Specialist with server maintenance and troubleshooting. These programmers provide services to both the internal and external web sites.

The WIT Web Developer designs and produces materials and functionality for web publishing on both the internal and external sites as well as multimedia applications. The Web Developer is directly involved in production and content development.

Working with the Development Manager, the Web Developer essentially functions as a web "producer" and "editor," taking charge of content, technology, and presentation. Through the Development Manager, this individual works with appropriate personnel — i.e. departmental contacts — to determine the look and feel of each section of the sites and multimedia presentations.

The Production Assistant will function as a content archivist and gateway for all production purposes — receiving, recording, converting (if necessary), archiving, and returning all materials needed for web and multimedia development. This individual will track down needed materials which are outstanding, will research vendor services, and will track and maintain software licensing and upgrade/update information.

This individual supports both the Internet Developers, the Development Manager, and the WIT Director in web and multimedia production. The Production Assistant will serve as the main point of contact for all incoming materials intended for web and multimedia production, and will also serve in an organizational capacity to ensure that deadlines are met by department liaisons/contacts, vendor partners, and web development staff.

The Production Assistant will also assist the Systems Specialist in tracking down information on hardware, software, licensing, etc.

Production

mediaone.world is currently being developed using HTML 3.0. Although this is today the latest version of Hyper-Text Mark-up Language, it will certainly soon be obsolete as the Internet continues to rapidly evolve. Netscape Navigator 3.0 has been targeted as the web browser of choice. Netscape Navigator 3.0 does support elements of HTML 3.0 and also provides additional features. Some MediaOne employees are still using older versions of Netscape Navigator or are using other web browsers, and although upgrading to Netscape Navigator 3.0 or higher is recommended for optimum viewing of mediaone.world, these employees will still be able to navigate through the site.

In an effort to help keep MediaOne employees current in their web browser software, mediaone.world will be used as a means of announcing the availability of software upgrades. Making these upgrades available for download directly from mediaone.world will be researched. This feature would allow employees to update their software quickly and easily without having to consult desktop support personnel or access the frequently overloaded Netscape download site.

mediaone.world Site Maintenance

User feedback forms will be developed and loaded onto the site with appropriate return channels to be determined as the site evolves. Currently, user feedback is directed to Jennifer Willis. A future possibility entails having Help Desk personnel trained to assist users in setting up their Netscape software and able to answer questions about using the MediaOne Intranet site.

Personnel and protocol for operations support of the site must also be determined.

Future Pursuits

Although incredibly functional, HTML is becoming more and more basic in comparison with newer programming languages. The Java programming language provides greater interactivity and multimedia features and will be implemented with increasing frequency. Employees would gradually be upgraded to newer versions of Netscape Navigator and similar web browsers to allow them to take advantage of new features mediaone.world.

Another future application to be considered for mediaone.world is the use of VRML (Virtual Reality Modeling Language), which essentially provides three-dimensional "virtual worlds" via the Internet. This technology is still in its infancy — few people are currently using VRML, though both interest and use are growing rapidly. Possible applications can already be identified, such as building a "virtual Research & Development Lab," allowing users to take a walk through the lab in cyberspace.

Additional possibilities include the use of mediaone.world for training purposes, implementing employee surveys and questionnaires with appropriate electronic feedback channels, on-line and up-to-date employee handbooks for immediate reference, schedules and announcements of corporate and project-related events, on-line business plans of different groups, and profiles of new and future services offered by MediaOne.

Sections highlighting the different geographic regions have also been suggested. This would give each region the opportunity to establish a web presence and to tell the rest of the company about its endeavors and events.

Issues

Several issues currently face the development of mediaone.world.

As stated in the prerequisites for access to the site, web browsing software is necessary for viewing MediaOne's internal web site. A larger issue facing management is the decision as to which employees will have this software loaded onto their computers.

In terms of the Customer Care (C2IT) workstations, questions remain unanswered about web browsing software and Internet access. It was originally speculated that CyberDog would be the tool provided to the Customer Care Professionals (CCPs) for viewing mediaone.world, although Apple has recently dropped CyberDog from its software product line. Also, it is not clear whether or not CCPs will have limited or unrestricted web access from their C2IT workstations.

For those employees without computers and web access, considerations need to be made for their access to mediaone.world. It is suggested that designated workstations or kiosks be installed, so that employees who do not normally have access to computers (e.g. field technicians) will have a central location available for viewing mediaone.world and taking advantage of its many offerings — ensuring that mediaone.world truly is reaching all of MediaOne. The question again arises in the area of budgeting, as well as who would be responsible for the implementation of such a scheme.

Additionally, a strategy must be designed and implemented for tracking all web browser software licenses and install locations.

Schedule

As mediaone.world is an entity which must necessarily grow and evolve with the company, this is a project which in effect will never be completed.

New features and versions of the interface will be delivered on a regular basis, with new on-line sections and functionality being introduced each month.

The Proof of Concept was announced on June 1st to a limited group of employees who already had the capabilities to access the Continental Cablevision Intranet in place. This proof of concept included current issues of both *Plugged In* and *Across Technology* and a first offering of the Human Resources and Information Technology sections. Other features included a search function which allows users to search the entire Intranet site by keyword, and a global glossary accessible via *Across Technology* articles.

Jennifer Willis and Kathie Tennent were on-hand at the Pilot House for this introduction of the Intranet.

Although the audience for the first offering of the CCI Intranet site was limited, it was still quite diverse and wide-ranging. As additional employees and regions come on-line, this "customer-base" continues to grow. While all members at the Pilot House currently have access capabilities in place for viewing the internal web site, the Intranet proof of concept was also announced to approximately 500 employees in the regions who are already capable of accessing the site.

As this site is designed for use by MediaOne employees company-wide, we look forward to receiving feedback from all visitors to the Intranet. This feedback will then be incorporated as development moves forward.

The Pilot House "Faces" project was delivered on July 1st.

Since that time, additional departments and groups have found representation on the internal web site, and new technologies have been implemented to offer greater functionality.

The HRIS system was originally scheduled to begin implementation sometime after January 1, 1997, although we do not currently have a development or roll-out schedule for this system. Once this system has been implemented, the mediaone.world personnel directory will be fed from the HRIS, and interfaces will be pursued that will allow employees to consult and update specific personal records.

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Appendix

- MediaOne Intranet Site Flow Chart