



annettechnologies

IT | Consulting | BPO

CASE STUDY Media, Sports & Entertainment

PROJECT DETAILS

- ▶ **CLIENT**
Morning Song Concerts
<http://www.msconcerts.com>
- ▶ Producers of inspirational (Christian) broadcasts.

Business Case:

▶ Value of Premium Multimedia Web Development at Low Cost

• Client Requirement

Annet Technologies was engaged by Morning Song Concerts, an inspirational music record label, to develop an attractive, scalable and easy to maintain website which would regularly provide information on concerts being performed by their artists.

• Annet Business Solution

- Annet used its Media and Entertainment industry and web development experience to develop world-class web site including easy-to-update event listings, the custom development and integration on the site of a video and music player ("Concert Theater"), and a strong, dynamic user interface developed in Flash 6.0.
- Controls were also built by Annet for the site for secure update of concert listings using a secure administrative platform.

Technology Solution:

▶ Technologies Employed

- ASP 2.0
- Flash 6.0
- Microsoft Access '97
- HTML

Services Performed:

- ▶ Web site planning, design and development.

Business Benefits:

- ▶ International-quality, full multimedia website delivered at reduced costs through the use of co-sourced development including offshore outsourcing.
- ▶ Attractive website with strong user interface.
- ▶ Content Management system to enable frequent updates to the System
- ▶ Training and Knowledge transfer to allow the client to take over ongoing development and support.