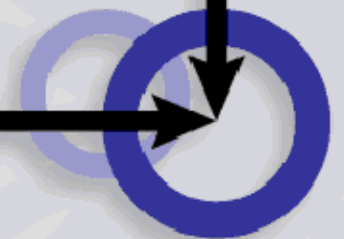


# Messaging Platforms

Craig Given  
Information Technology  
Public Broadcasting Service

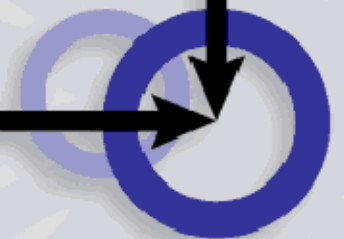


PBS 2001 Technology Conference



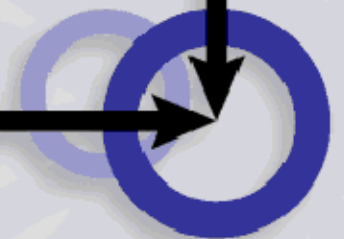
# Overview of Messaging Platforms

- FirstClass Portal
- FirstClass at Stations
- Exchange at Stations



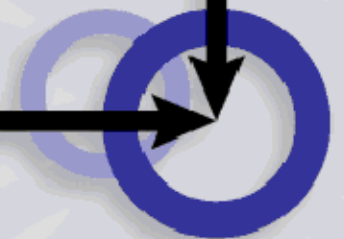
# Messaging Platforms

- Launched FirstClass email system and PBSExpress+ in 1995.
- Pre-Y2K - began exploration of expanded options.



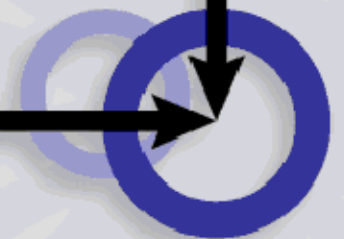
# Three Options

- FirstClass
  - ◆ Existing Infrastructure
- Internet protocol based
  - ◆ Exchange, Lotus Notes, etc.
  - ◆ Via NNTP, SMTP, LDAP
- PBS-hosted Portal



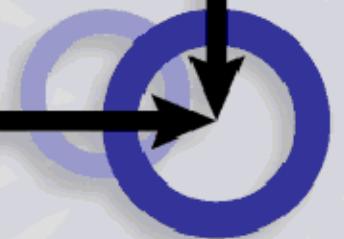
# FC Portal

- Launched in 1999
- Accounts hosted on FirstClass server located here at PBS.
- High reliability and availability
- PBS administrated hardware and software.
- Station controls local content.



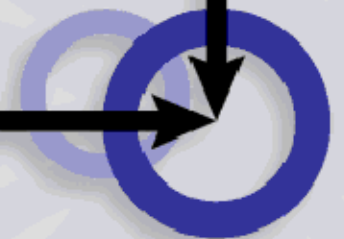
# FC Portal

- Since launch:
  - ◆ No unscheduled downtime
  - ◆ 23 stations hosted
  - ◆ 707 total users
- Low cost
  - ◆ \$5 per user, per month



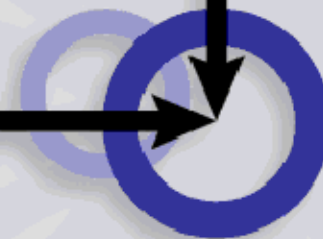
# Case Study

- Great economic sense
  - ◆ A small station with 20 users can be hosted for \$100 per month.
  - ◆ A large station with 200 users can be hosted for \$1000 per month.



# What This Means

- Each station has their choice of three options, and can pick what is right for them.
- Maximum Flexibility, Maximum Benefit





# Coming Next...

- Taking advantage of FirstClass features
- Benefits of Exchange in a station environment

