



# R.B. Zack & Associates, Inc.

## Case Study: MegaPath Brands Portal for Major Customers

*MegaPath is North America's leading provider of managed IP communications services. MegaPath leverages its wide selection of broadband connectivity, virtual private networks, voice over internet protocol (VoIP) and security technologies to help businesses lower costs, increase security and enhance productivity. MegaPath enables businesses of all sizes to easily and securely communicate between their headquarters, branch offices, retail locations, mobile workers and business partners.*

### **Challenge: Keeping Major Customers' Brands in the Forefront**

MegaPath's customers include telecommunications giants British Telecom, AT&T and others. One of the services MegaPath provides for these telecom customers is a secure portal for their end-user clients. Unfortunately, there was no easy way to incorporate each telco's brand, look and feel into the portal. The telcos demanded the ability to private label the portal for their customers, but MegaPath's software development team's strength was in .NET technologies and the portal was built in classic ASP.

### **Solution: Private Labeling Helps Competitors Peacefully Coexist**

MegaPath hired R. B. Zack & Associates to solve the branding issue and breathe new life into the portal. RBZ&A's team used its skills in .NET, ASP and software development best practices to retain the portal's working code and create a simple setup process to quickly rebrand the portal for new telecom clients. The modified system is now capable of accommodating unlimited customers without changing the portal's underlying software code.

RBZ&A's 28 years of successful software development and project management expertise along with its vast experience working with a wide array of technologies enabled RBZ&A to deliver this solution to MegaPath on time and within budget.

#### **Results:**

- Cut costs by reusing existing system
- Leveraged existing database to enable role-based security
- Increased customer satisfaction by meeting branding requirements

#### **Technology Used:**

- Classic ASP
- Microsoft .NET
- Oracle RDBMS
- Secure Socket Layer (SSL) Encryption

**For more information, contact us today at [sales@rbza.com](mailto:sales@rbza.com) or 310.303.3320.**