



Planning for Use of Mediaocean Software – Technical Specifications

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For current technical specifications, see:

- Hardware, Software and Communications Requirements for Mediaocean Software, for general Toolkit applications
- ESS Technical Requirements, for technical requirements and ordering procedures for client-server applications
- Individual product briefings, for special planning or technical considerations

Types of Software Applications

Mediaocean software falls into three main categories:

- Mainframe-based applications
- PC-based applications
- LAN-based client-server applications

Mainframe-Based Applications

Some Mediaocean applications are mainframe applications, with all processing done on mainframe computers at Mediaocean. Staff members could use a mainframe application, for example, to request reports based on the agency's main accounting file. Mainframe applications are generally accessed via personal computers equipped to emulate 3270 terminals.

All Mediaocean mainframe applications can also be accessed via Spectra DS Toolkits. These are Windows-based front ends that provide a Windows look and feel for mainframe applications, with significant benefits for learning and ease-of-use. Spectra DS Toolkits provide all the software needed to use Mediaocean applications from each user's PC, eliminating the need for third-party terminal emulation or communications software on user PCs. (See PC-based applications, below.)

PC-Based Applications

Mediaocean PC-based applications let users take advantage of the processing power of desktop computers to manipulate data and also use the mainframe as an eServer, providing central data storage and management. PC applications communicate in real time with the central eServer as needed to retrieve data or store data in mainframe databases.

Mediaocean PC applications include dedicated Windows applications designed around tasks such as querying a demographics file or managing media schedules on a spreadsheet. They also include PC Paks, mentioned above, which provide Windows-based front ends for mainframe applications, and utility programs for standard tasks such as printing reports and transferring data files.

Client-Server Applications

Client-server applications provide shared data storage, processing and communications both at the LAN level and on the mainframe. These applications give users access to centralized data at a company level and also to databases on the client's local LAN. A sample application is Presto, used to prepare production estimates and purchase orders.

Data is stored either on database servers at the client's site or on Mediaocean mainframe, as appropriate. Each user's PC communicates with the local server on the LAN. Communication with the mainframe is handled by centralized communications servers, which can be shared across departments or offices.

General Equipment Requirements

Each PC accessing mainframe applications or running PC applications must have a communications connection to Mediaocean. (Client-server applications have their own separate connection, explained in the next section.)

Connections are via the Mediaocean WAN. Connections can be made directly via the WAN or via a 3270 gateway. (Direct WAN connections require use of TN3270, an IP protocol that eliminates the need for 3270 gateways.)

Mainframe Applications

Mainframe applications can be used on a PC connected to the Mediaocean WAN. This can be connected via TN3270 and Mediaocean Connection Manager software, or via a 3270 gateway using either Mediaocean Connection Manager or compatible 3270 emulation software. Connection Manager requires use of an IBM-compatible personal computer running Microsoft Windows.

PC-Based Applications

PC-based applications require use of an IBM-compatible personal computer running Microsoft Windows and a communications connection to the Mediaocean WAN, either using TN3270 or an approved 3270 gateway.

Requirements for Client-Server Applications

Use of client-server applications requires workstations to be attached to a LAN equipped with two special servers: an SQL database server and a Mediaocean External System Server (ESS). The SQL server provides storage for local databases. The ESS manages requests for data from user programs and routes them either to the local SQL server or to the mainframe, as appropriate. It communicates with the mainframe via its own gateway card and communications line.

ESS software is supplied by Mediaocean and generally runs on its own dedicated PC. SQL server software is available from third-party vendors and generally also runs on its own dedicated PC. (For some limited applications these may be combined on the same machine.) Communications for client-server applications is via the communications line to the the ESS, and is independent of connections used for mainframe or PC-based applications. Both types of connections can co-exist on a LAN.

General Considerations for Workstations

Basic Workstation Requirements

See Hardware, Software, and Communications Requirements for Mediaocean PC Software. For details about individual product requirements see the equipment specification for each product.

Hard Disk Space

Requirements for hard disk storage vary widely depending on the level of use. General guideline for PC-based applications: reserve 100 megabytes of free disk space for the first user of a Mediaocean application. If multiple users share the same copy of the software on a LAN, allow 40 megabytes of file space for each additional user. This space can be on each user's local PC or on a shared file server.

For client-server applications, plan for an SQL database server with adequate disk space for any local databases.

Printers

PC-based and client-server applications will work with any printer supported by windows.

To print reports directly from mainframe applications to printers at your site, the printers must be defined and configured at Mediaocean.

Mediaocean PC applications also let users download and print Mediaocean reports on PC printers without defining them as mainframe printers.

Mediaocean Support Policy

Mediaocean provides two types of support on an ongoing basis:

- Applications software support. We support use of our software in any hardware and software environment in which it is certified to run. Support includes answering questions about use of the software, working with clients to solve specific problems in using it, and providing ongoing maintenance and upgrades to the software itself. This support covers software running on Mediaocean computers as well as software licensed from Mediaocean for use on a client's computer.
- Communications support. Mediaocean coordinates installation and maintenance for all datalines running from a client's site to Mediaocean.

Limitations

Mediaocean will work with a client to solve any problems related to the use of Mediaocean services. In the event we trace a problem to a client's equipment, we will provide an initial level of diagnostic support to help determine the cause. We will then work with the client's support staff in an attempt to restore service as quickly as possible. However, we cannot assume responsibility for a client's computers or computing environment. If our initial efforts to resolve the problem are unsuccessful, we refer the problem to the client's support staff. At that point we may provide additional support if requested but will bill the client based on the cost of support.

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