

## Making E-business Work for You

**E**-business isn't just about building Web sites. It's about a convergence of new computing technologies and business challenges that are changing how business is done. It's about competing in a new economy with new rules. To thrive in today's e-marketplace, a company needs an e-business solution that is fast, reliable and adaptable to change.

At Candle, we're in the business of helping companies create e-business solutions from start to finish through the entire e-business life cycle. We begin with strategy formulation and then develop and implement a superior infrastructure that can connect Web sites, back-end processes and distributed systems. Next, we work with you to manage and monitor everything to ensure optimal system performance and availability.

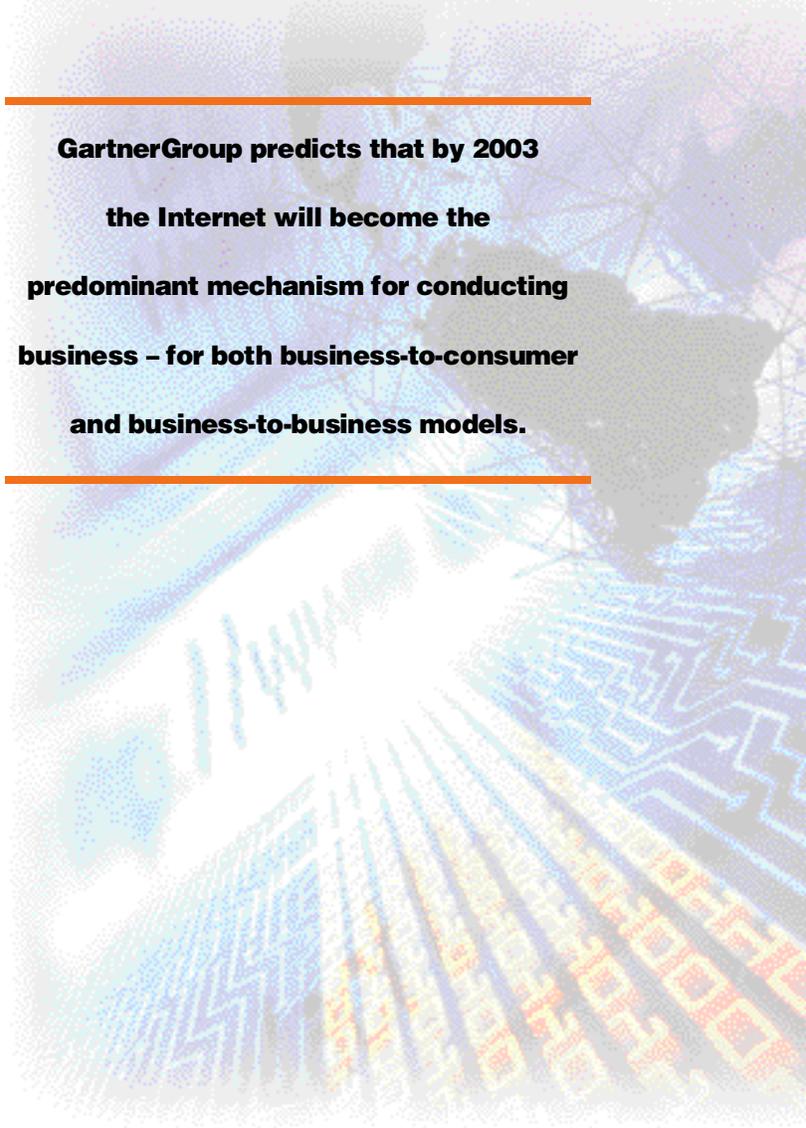


For 24 years, Candle has been a leader in IT services, building and managing infrastructures for companies in virtually every industry. Candle's expertise, software and professional services make it a leading provider of e-business solutions for the year 2000 and beyond.

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**GartnerGroup predicts that by 2003  
the Internet will become the  
predominant mechanism for conducting  
business – for both business-to-consumer  
and business-to-business models.**

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# Making E-business Work for You

## Creating a blueprint for e-business success

A company entering the competitive e-business arena must have a strategic blueprint that can guide all phases of development. This strategy must address speed – speed of design, speed of implementation, speed of response to market opportunities and speed of response to competition. Candle can give you all this, with a comprehensive array of e-business services, products, alliances, vertical industry experience and strategic partnerships – all prime ingredients for creating a blueprint for success.

## Implementing an e-business strategy

Creating an infrastructure that can link the newer “e” technologies to established IT processes takes deep industry expertise, top-tier architecture and solid products – all pieces that Candle brings to the table. The job of connecting Web sites and e-commerce technologies to back-end systems and distributed networks is a complex one, requiring proven solutions like the CandleNet eBusiness Platform.™ The flexibility of the CandleNet eBusiness Platform offers many advantages, such as allowing for rapid deployment of new applications by leveraging reusable components.



### CASE STUDY

Company **AXA Financials**  
Industry **Insurance**

## A CRM Strategy for Success

AXA Financial, formerly known as The Equitable Companies, is one of the world's leading financial services companies, offering a wide variety of banking, insurance and investment services. It wanted to offer more products and services through more outlets, while strengthening relationships with its customers. To do that, AXA needed to draw customer information from several complex legacy systems and make it instantly accessible to applications throughout a large network of product providers and financial professionals. That task presented tough connectivity challenges.

AXA and Candle met that challenge by developing an IT blueprint based on a component-based development architecture – the CandleNet eBusiness Platform. It lets AXA connect its legacy systems and applications – and quickly change those connections to meet changing business conditions. This gives AXA the agility it needs to meet customer demands as quickly as possible – a real competitive advantage.



### CASE STUDY

Company **State of North Carolina**  
Industry **Government**

## Creating communication between agencies

The State of North Carolina government comprises 23 executive branch agencies – many of which use unique IT technologies. When North Carolina's former CTO, Emilie Schmidt, began to investigate ways of interfacing systems together, the initial solution seemed to be “the brute force” approach of writing custom interfaces between the systems.

The state established a committee to address the integration problem, seeking proposals from many vendors. Candle was awarded the contract. Using a solution based on its CandleNet eBusiness Platform cross-platform technology, Candle was able to do the job of integrating differing systems. “The CandleNet eBusiness Platform was the only product that addressed our total requirements,” Schmidt says. After the initial test period, Schmidt declared that the CandleNet eBusiness Platform would improve the state's integration challenges.

## Keeping it all running

Your company's IT staff works hard to ensure that your systems and applications are running at peak performance and availability. Your company's Web site must be near flawless, with fast response times and dependable functionality – or suffer the consequences of lost business. Candle's mainframe, middleware and application management solutions are keys to maintaining optimal levels of performance and availability. With CandleNet solutions like eBA\*Service Monitor™ and ETEWatch® working for you, you always know how your system is performing.

## Measuring your e-business success

Are your Web site and e-commerce systems performing at the top of their game? Are your customers truly satisfied? Are screens downloading fast enough? Are Net surfers “sticking” to your site? With Candle's Web site response time solutions, you can learn the answers to all these questions. We give you the exact metrics you need to understand the customer experience. CandleNet eBA services and eBusiness Assurance Network™ show you the important metrics, such as response times, click stream paths and browse times, and also offer a wealth of useful analyses and reports.



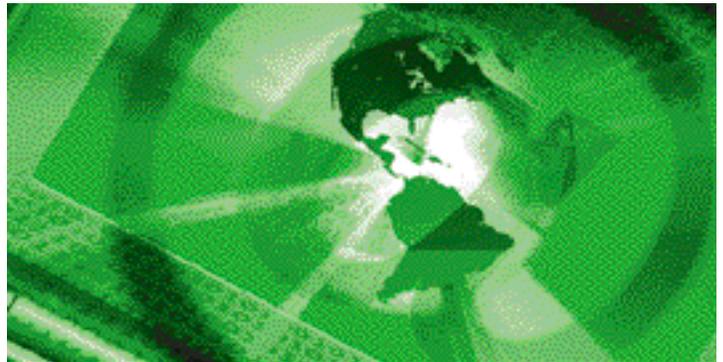
### CASE STUDY

Company **Total System Services**  
Industry **Financial Services**

## The true measure of success

Total System Services, a leading credit, debit, commercial and private-label card-processing company, runs its mission-critical applications on 37 Lotus Notes servers, up from just six the previous year. Accompanying such explosive growth was an increase in user problems. After trying to manage these challenges in-house, senior Notes administrator Alan Marshall selected Candle's Intelliwatch Pinnacle™ performance monitoring and management solution.

“IntelliWatch does everything Candle says it can, and more,” says Marshall. “For the first time, we have a fast, easy way to monitor our Notes environment. We know immediately when there's a problem and where it is.” IntelliWatch has prevented an estimated 90 percent of server crashes, saving the company's four Notes administrators 15-20 hours per week – an annual savings of \$160,000.



### CASE STUDY

Company **KeyCorp**  
Industry **Banking**

## Understanding the customer experience

To better serve its retail banking customers in the northern United States, Cleveland-based KeyCorp, an \$80 billion financial institution, inaugurated an online banking service in August 1998. With the Web site up and running, the company wanted to know the customer's experience from a response-time perspective. KeyCorp sought out Candle's eBusiness Assurance services to monitor Web-site response time and produce in-depth analyses and reports.

“We now have a round-trip idea of how long it takes to provide information to the customer,” says Brian J. Lawton, KeyCorp's former vice president of Web support services. “By tracking this data over time we can use this as a capacity-monitoring tool. Overall, we now have a good idea on a 24x7 basis what our customers are experiencing.” Already the attrition rate of KeyCorp's online banking customers is less than one-third of the rate for customers who do not bank online.



Candle's view of e-business runs deeper than just Web sites. E-business success is created all along the line in the e-business life cycle. Candle is your essential partner in planning, developing, implementing, managing and monitoring your e-business infrastructure. We're equipped to help you achieve e-business success.

Candle services include:

- ▲ *E-commerce application performance*
- ▲ *eBusiness assurance*
- ▲ *Application response time solutions*
- ▲ *Business integration solutions*
- ▲ *Enterprise computing solutions*
- ▲ *Systems and application management*
- ▲ *Consulting services*

Founded in 1976, Candle is a privately held corporation based in El Segundo, Calif. We employ over 1,800 professionals in more than 50 offices throughout North and South America, Europe and Asia Pacific. Our staff includes 450 consultants and engineers who have provided professional services at some 800 customer sites around the world.



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