

# Exchange Solutions Inc.

## Sun Microsystems of Canada and Exchange Solutions Create Customer Value for Fortune 500's



### Company

Exchange Solutions Inc. (ESI)

### Vertical Market

Software

### Key Challenges

- Required a secure, scalable and reliable infrastructure on which to design and build its CRM solutions and guarantee customer security.

### Solution

- A fail-safe, secure infrastructure solution offering extensive storage capacity, database back-up and an advanced network architecture.

### Why Sun on ISV

Sun was identified as the best choice for secure, reliable and cost-effective storage and server solutions capable of managing Exchange Solutions' growing needs. By leveraging Sun's reputation as a solid provider of sound and secure solutions, ESI could alleviate its customer's security concerns.

### Business Results

- Capacity enhancements with 20% top-line growth since ESI's inception in 1996
- Consistently attains 99.5% uptime
- Dynamic and seamless flexibility lowered total cost of operation for mission-critical, enterprise-wide applications
- Performance improvements with scalable system protection in investments of customer data
- Successfully meeting target customer service levels through maximum availability

*Exchange Solutions Inc. successfully manages more than 25 million customer relationships for Fortune 500 organizations using a secure, scalable and reliable infrastructure solution from Sun Microsystems of Canada.*

When customer value management company, Exchange Solutions Inc. (ESI), launched in 1996, it turned to Sun Microsystems of Canada Inc. to build an environment to take its solution above and beyond conventional CRM solutions. ESI wanted a secure, scalable and reliable infrastructure that would help it design and build turn-key operations and guarantee customer security.

Exchange Solutions has taken traditional CRM and marketing strategies and "injected steroids" – optimizing individual customer profit and relationship value across an entire enterprise. Working with leading companies in the retail, consumer packaging and financial services sectors, Exchange Solutions dramatically improves companies' return on customer investments through the effective use of personalization strategies, based on an understanding of the customer's needs, preferences and interests. The result is ESI helps organizations optimally allocate marketing investment against their customer portfolios.

With the back-end, technical support of Sun, ESI keeps company with Fortune 500 organizations and successfully manages more than 25 million customer relationships to lower attrition costs while increasing profitability and loyalty.

### Relying on Customer Security

For ESI, the security of its customers' database information is critical. For ESI's retail, consumer packaging and financial services clients, guaranteeing that security of data is essential to building customer loyalty and profitability. Many consumers remain skeptical about online security, so any real or perceived weakness could lead nervous customers to take their business elsewhere.

Knowing this, ESI needed a reliable technology partner that could meet its three must-haves: database security, no-fail customer service and a scalable infrastructure.

Collaborating with Sun, ESI created a fail-safe, secure infrastructure that offered extensive storage capacity, database back-up and an advanced network

## Sun was the best choice for cost-effective storage and server solutions that could manage ESI's growing needs.

*“Sun's technology was the most cost-efficient solution of all the vendors we investigated, and is a key part of our infrastructure strategy.” Mark Schindel*

architecture that enabled it to deliver services ranging from customer data management to marketing automation to loyalty program design and operation. What's more, by leveraging Sun's recognized brand as a solid provider of sound and secure solutions, ESI alleviated its customer's security concerns.

### Partnering for Success

Selecting the right technology partner was integral not only to ESI's launch but to its ongoing business growth strategies. Sun was the best choice for cost-effective storage and server solutions that could manage ESI's growing needs.

When designing and implementing its technology environment, Exchange Solutions needed a solution that would address their clients' security concerns while offering multi-platform support. According to Mark Schindel at Exchange Solutions, “As a growing customer value management company, we need to count on our back-end infrastructure – to deliver a variety of customer solutions and to guarantee 99.5 percent uptime. Sun's technology was the most cost-efficient solution of all the vendors we investigated, and is a key part of our infrastructure strategy.”

### Powered by Sun Servers and Storage

Keeping in mind ESI's objectives of creating a high-performance, highly-available infrastructure for its customer base, Sun leveraged its tried and tested products – the Sun™ Solaris™ Operating Environment, Sun Fire 3800 servers and Sun StorEdge™ 3960 T3 storage arrays.

Designed to lower total cost of ownership for mission-critical, enterprise-wide applications, these products increase efficiency and productivity through dynamic and seamless flexibility. For Exchange Solutions, it also had the comfort of extra protection against data loss using a fully redundant environment. As a result, it has consistently met the customer service level guarantees for maximum uptime of their infrastructure.

ESI's solution also leverages the Sun StorEdge L180 tape storage library. With almost 500 million backroads, or customer transactions, on record, ESI needed a scalable system that protected its investment in customer data.

### Measuring Customer Value

In today's competitive business environment, understanding your customer's needs, serving them through the medium of their choice and providing the highest level of service are key to ensuring customer loyalty, retention and profitability. Who is the customer? What is their purchasing history? What is their buying cycle? Leveraging its proprietary technology platform, ESI helps its clients answer these questions to translate customer data into customer knowledge into customer focus – all to gain a competitive edge, to become more customer-

centric, and most importantly, to do it in a profitable way.

Backed by Sun technology infrastructure, ESI delivers compelling customer value management solutions for its Fortune 500 clients. And thanks to Sun Microsystems, Exchange Solutions guarantees its performance and reliability, which are critical to successful campaign management. As a result, ESI has realized 20 percent top-line growth since its launch in 1996 and has maintained its own customer loyalty by keeping company with leading international clients.

### Sun Technology

#### Sun Hardware:

- Sun Enterprise™ 6500 server
- Sun Enterprise 220R server
- Sun Enterprise 450 server
- Sun Fire™ V120 server
- Sun Fire 3800 server
- Sun StorEdge™ L180 Tape Library
- Sun StorEdge 3960, A5100, A1000 Disk Arrays
- Sun StorEdge T3 Array

#### Sun Software:

- Solaris™ 8 Operating Environment
- Solaris 9 Operating Environment
- SolsticeDiskSuite™
- Solaris Jumpstart software
- Sun StorEdge Instant-Image software
- Sun StorEdge Network Data Replicator software
- Sun ONE Directory Server software

#### Other Software:

- Sun Veritas NetBackup software
- BEA Weblogic software
- SAS Analytics Suite
- Oracle 9i Enterprise

Get the details.

For more information on the Exchange Solutions Inc., visit [www.exchangesolutions.net/](http://www.exchangesolutions.net/)

For more information on Sun products, please visit [sun.ca](http://sun.ca)

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