



# AppCare

**Application Management Consulting maximizing your e-business investment in web technologies and databases, through people, processes, and software**

## **Overview**

The Internet has considerable potential for almost every business. Just one problem: Implementing an effective Internet strategy is tough, very tough. Technical savvy is in short supply at most companies. Finding talented technical people is more difficult than finding customers; there's a skills shortage across the nation. Most companies are not in the Internet business and don't want to be -- they just want to use the Internet to enhance their business.

Advanced Internet Management (AIM) takes the worry out of implementing an Internet strategy by introducing AppCare. It is a remote administration service that focuses on e-business. Now, you can have the Internet work for you, while you work on what is important -- growing your business.

## **The AppCare Process**

AIM's AppCare involves a comprehensive multi-phase process:

### **Discovery phase**

The goal of this phase is to understand your monitoring and management needs. To achieve this, we develop a detailed model of your e-business using techniques from the Unified Software Development Process such as use cases, UML and architecture models.

### **Design and implementation phase**

We install monitoring and management tools and the e-commerce system itself. We customize our own software products for your environment. This may include integration with your existing software.

### **Ongoing proactive management**

We provide end to end, 24x7 monitoring, management and emergency coverage. Also available is remote database administration service and software development for maintenance of custom code, enhancements and upgrades.

## Software

As part of AppCare, you get the ongoing protection of AIM's own BattleStar and eWatch. BattleStar works seamlessly with e-business servers, providing simple, hassle-free monitoring and control of your e-business environment, while covering all the essentials you need to avoid a disaster. Without special tools, it is humanly impossible for an administrator to monitor your entire e-commerce process. With BattleStar, the administrator always knows what is going on and can react promptly and effectively to any error or problem.

AppCare also employs AIM's unique eWatch, an application that creates virtual users to interact with Web sites. When it finds a problem, eWatch immediately notifies the network administrator. This gives AppCare the ability to proactively check your system on a regular basis.

## Benefits

The benefits of AppCare are many, and include:

**Peace of mind:** No longer will you worry about how your critical Web site is performing. With AppCare, you enjoy having the peace of mind that an experienced, knowledgeable team of IT professionals is managing your Web site.

**Eliminating hiring, training and retaining:** One of the most difficult challenges facing virtually all businesses today is the need to find, train and keep technical experts. They are not just in short supply, they are often impossible to find. And they are particularly difficult to bring onboard and keep in a company that is not dedicated to their line of work, because career advancement potential is limited. AIM has a staff of dozens of IT professionals, and the size and sophistication of its operation is very appealing to the most able technical folk. AppCare brings to you a support team you are unlikely to ever duplicate on your own.

**Higher uptime, higher income:** 24x7x365 coverage ensures your site is managed around the clock and is always serving your customers.

**Faster to market:** A "New York minute" was once thought of as fast; well, "Internet time" is even faster. If you can't get to market now -- right now -- valuable opportunities may forever be lost. By using AppCare, you can be up and running virtually instantly. One AppCare customer reports that had her company done everything by itself, it would have taken eight to twelve weeks to come to market; with AppCare, it was done "immediately." Think about it: How much more money can you make when you can put into use an "immediate" solution?

**Collective knowledge base:** AIM has enormously wide and varied experience managing e-business, and these insights are collected in our knowledge base. This is knowledge no other company can equal. In addition, when particularly difficult issues arise, we bring our entire team of experts to bear to solve the problems quickly and effectively.

**Cost effective:** Consider the cost of hiring and training a team of three or four administrators to provide 24x7 coverage of your site. AppCare costs a fraction of what it would cost you to do it all yourself, with better service, better quality and greater stability.

AppCare's combination of BattleStar's and eWatch's technical sophistication with AIM's battle-tested experienced team of e-business professionals brings you unrivaled peace of mind and reliability. Now, for the first time, you can use the Internet to its greatest advantage, without the worry, costs and difficulties of running your own system.

781 376-9199  
400 West Cummings Park, Suite 6450  
Woburn, MA 01801