



**a higher level of  
managed IT services**

**Case Study:**

**CAA-Quebec: Taking its Web Site to the Next Level**

CAA-Quebec - whose annual Web traffic has nearly quadrupled over the last four years to 1,900,000 visitors in 2004 - is a not-for-profit organization that provides automotive, travel, financial and home-related products and services to over 815,000 members. The CAA-Quebec brand represents security and peace of mind for customers and therefore it is essential that their Web environment reflects this as well.

In an effort to better meet the needs of its rapidly increasing online users, CAA-Quebec required a secure, always-available Web presence that would support new product offerings including a streamlined membership application and renewal process. Recognizing that Web sites are no longer simply considered an IT function, but rather a critical business unit that helps to drive a company's bottom line, CAA-Quebec decided to outsource the redevelopment and management of its key Web presence to Fusepoint.

Working closely with CAA-Quebec, Fusepoint has redeveloped and implemented scalable applications for CAA-Quebec's Web site - guaranteeing the security, availability and performance of its e-business and online reservation systems. In addition, Fusepoint will also provision the ongoing management of the applications at their Montreal data centre. Based on Fusepoint's solution, online visitors will have guaranteed access while taking advantage of unique product offerings with complete peace of mind.

**Objectives:**

- Accommodate the significant growth in online customer traffic
- Meet the demand for new online services
- Increase security, availability and performance of its e-business and online reservation systems
- Extend the strong CAA-Quebec brand to the online environment

**Strategic Approach:**

- Redevelop the organization's Web site for optimal security
- Develop scalable IT solutions to support several new online e-business services
- Fully manage all components of CAA-

Quebec's Web site infrastructure including hardware, application database and operating systems

- Support CAA-Quebec's mission-critical online e-business systems and provide 24x7 monitoring and support

**Results:**

- Always available, always secure e-commerce Web site.
- Guarantee the ongoing performance and management of CAA-Quebec's critical applications and infrastructure
- Enables CAA-Quebec marketing staff to focus on core business and not worry about IT issues.



**What CAA had to say**

"We chose Fusepoint not only because of their IT capabilities but because they were able to speak to our key business issues, beyond the technology. Our members have trusted in us to always be there for them and this also applies to the security of their online transactions. Fusepoint's management of our Web presence will ensure the security, stability and reliability of our systems."

**Sylvie Lefavre,**  
Marketing Manager,  
CAA-Quebec

**To find out more, please visit our Web site at:  
[www.fusepoint.com](http://www.fusepoint.com) or call 1.877.387.3764**