A Letter from the President

Welcome to CTB's first newsletter and part of our year 2000 plans to increase communication among our clients and employees. This is being sent to over 1,200 people who are already familiar with CTB. I believe that many will be interested in understanding our new direction to actively grow toward a more strategic consulting model. The newsletter is one example of how CTB is working to evolve from a small successful consulting company to a broader mid-sized firm. If a more detailed presentation regarding CTB's plans and progress is of interest to you, please contact me or email marketing@ctbnj.com for more information. The goal is to regularly disseminate information through this new medium.

After over 18 months of investigating partnership opportunities and researching the direction of the consulting industry, I have developed a well-founded understanding of CTB's value propositions and it's position in the industry. Experts and other consulting firms have provided me with a clear understanding and praise for where CTB is positioned in the industry. All agree that CTB accomplishes the difficult tasks of establishing business return, defining projects, developing detailed plans, and executing a targeted delivery. These capabilities are usually associated with much larger organizations. This combination of abilities is the true value proposition for CTB's clients. It is also the genesis for our year 2000 plans and initiatives for growth.

The previous CTB organization that was designed on four lines of business has been re-organized to increase our capacity to add strategic business value. The diagram below describes our new three part organization: **Consulting Services, Resources and Operations, Sales and Marketing**.

CTB is just over half way through our first quarter transition plan to evolve into this new structure. Garry Hawxhurst now heads the **Consulting Services** group. This group is responsible for all engagements where CTB is involved in active projects or working with clients who have requested a proposal. At these assigned accounts our senior consultants are responsible for managing projects, developing new proposals, and maintaining executive level relations. The practice model that describes the services offered by CTB has also evolved to include more business consulting. The model now highlights CTB's capacity to provide strategic business consulting along with our continued ability to design, and implement. CTB's continuing objective is to strive to identify where we can add value on a project basis with defined business return.

CTB Practices

Pete Blakovich has assumed the head of the **Resources and Operations** group. His new responsibilities include expanding and developing our resource pool that includes all CTB's project managers, analysts, developers, and engineers. His group provides the skills and resources necessary to deliver projects proposed by Consulting Services. Pete is also responsible for supporting our internal systems and operations.

I have temporarily assumed the role heading our new **Sales and Marketing** group while I am recruiting a new senior executive to head this team. The Sales and Marketing group is chartered with introducing CTB to new clients as well as staying in touch with our old contacts. This includes promoting the company's core competencies as well as acquiring an understanding of projects where clients are looking for external consulting services. Seminars will continue to be a corner stone for many marketing efforts. CTB's currently scheduled seminars and events are described at the end of this newsletter.

In closing, I would like to thank all of you for your help during CTB's last 10 years. These initiatives drive CTB's four goals for 2000. These goals are:

- To increase clients' understanding of CTB as a full range consulting and technology implementation firm capable of larger scale project delivery
- To grow and expand CTB's capacity to deliver
- To form strategic partnerships with business consulting as well as resource delivery organizations
- To become recognized as experts in several core competencies

I am confident that these are achievable. I am also confident that they will provide major improvements for CTB's clients and our associates. Garry, Pete and I look for your comments and suggestions as we lead the firm to completing these ambitious plans.

Coley Brown

President

STC: Straight-Through Consulting

Business And Technology Consultants To The Capital Markets And Financial Services Industry

Jerry Tellefsen, the founder of the Tellefsen Consulting Group [TCG], has provided the following article. CTB and Tellefsen Consulting have worked together on a number of projects during the last 10 years. Our joint plans include a closer alliance in line with our third year 2000 goal for partnerships. At the current time we have identified 5 assignments where CTB and TCG complement each other. See http://www.tellefsen.com for more information on TCG.

The rationale for Straight-Through Consulting [STC] is similar to that of STP in the systems world. Just about everybody knows that STP stands for "straight through processing", a concept that allows for the seamless flow of information through disparate processes, thereby increasing efficiency, reducing errors, and providing speedy turnaround. I have felt that our management consulting expertise at Tellefsen Consulting when combined with CTB's analysis, design and implementation provides a straight through consulting solution model for our clients. It is ironic that this often also involves delivering a Straight Through Processing system for one of our trading or exchange clients.

For the last 31 years I have been a management consultant to senior executives seeking strategic planning and technical design advice related to exchange applications and trading systems. Sixteen of those years were as a senior partner of Booz Allen & Hamilton, the last fifteen as CEO of my own firm. During that time my associates and I have worked on many projects associated with feasibility studies for new application systems and their design – but never on the implementation. It turns out that there are many firms like mine that specialize in management consulting for these types of projects but don't have the resources, skills or knowledge to

design technology infrastructure and provide the resources for development and implementation. In those cases, our clients usually turn to a high technology company that specializes in this type of development. As a result, these clients often incur the same kind of travail that firms without STP incur. That is, the lack of a seamless transfer of knowledge and information from the first part of the chain to the resultant parts involved in a finished product. This means that these clients incur longer development times, increased cost and paying again for someone else to learn their business. As a Board member of CTB, and one who has worked with its President in the past, I (and he) recently came to the obvious conclusion that we both needed STC.   That is, we could blend our resources on assignments that required the knowledge and skills of both organizations. Now, on projects such as the one described above, a melded team of TCG and CTB professionals can affect the transfer of knowledge and information from the design stage, straight through to development and implementation. With our combined organizations, there is no loss of knowledge and there are no interruptions; both the clients and consultants gain. The client gets a bigger bang for their buck, the management consultants stay more current on technology and the technology experts learn the skills and processes of management consultancy.   A "win-win-win" situation!

The strategic alliance between CTB and TCG will continue to grow as more of our clients begin to demand STC.

Jerry Tellefsen
CEO, Tellefsen Consulting Group

CTB's New Web Automated Event Registration

CTB's new on-line event registration is a web-based demonstration of CTB's commitment to utilize key technologies such as Automated e-Forms in house as well as for our clients. This technology supports a CTB core competency in "Process Control through Workflow Automation".

Registering for a CTB seminar or event is now easier than ever. From your web browser, you can now go to the CTB web site http://www.ctbnj.com and select: **Press Room and Events** followed by **Events** to find the seminar or event you want to register for. Aside from the quick on-line registration form, you will also find more detailed seminar information, and directions. As a registrant for any CTB event, the entire process is simple and transparent while in the background the system produces a list of registrants, checks for duplicates, and allows

us to merge the information into a unified database. The process savings over our previous manual event registration has produced significant improvements. It has also consolidated our various list sources into a more accurate database. On-line registrants receive an automated e-mail acknowledgement when the system registers them in our event attendee list.

Automated e-Forms are an evolving technology we frequently use to streamline processes and simplify complex business problems for clients. We have utilized Automated e-Forms for several of our clients to solve workflow problems in the approval and tracking process of forms designed for network access, payroll, vacation requests, and security requests. Here a single key technology has been used with several CTB core competencies to deliver business solutions.

New Hyperion e-Business Analysis Software

One key technology area where CTB has developed expertise is in Decision Support Systems (DSS) and Executive Information Systems (EIS) reporting. Those are the reporting layers in a well-designed information system where corporate management and executives evaluate existing and historical information to make important decisions about their corporation.

Hyperion makes a suite of software products that link to many different industry-standard General Ledgers and other databases. The Hyperion products provide better view for decision support and executive information reporting than the core General Ledger or database reporting can provide. CTB is a Hyperion Alliance Partner and has used various Hyperion products to provide DSS and EIS for several different client firms. If you need intelligent marketing analysis of your web site traffic information we believe that you will find Hyperion's newest products very interesting.

Hyperion has announced its new e-Business software designed for interpretive marketing analysis and reporting of electronic business (e-Business) web traffic. These applications help in the analysis and reporting of on-line web traffic information from any web platform for electronic business marketing sites. While the highest definition and granularity is obtained when clients use Hyperion's EssBase OLAP database as the data warehouse, information can be summarized from any web data store without requiring the client to switch to EssBase.

Hyperion provides organization and summarization to the huge amount of information that is normally gathered into web logs. Hyperion uses summarization techniques that include information from cookies, IP address tracking, as well as registered users to provide a more robust and accurate summarization of the visitor traffic information. If a reporting system relies heavily on one of these techniques they may only be seeing a small portion of the information available, and the resulting conclusions can be mistaken.

Seth Loonan, VP Marketing

The Hyperion e-Business tools focus on the following three categories:

1. **e-Marketing Analysis**

    - Identifying what brought the client to the web site.

    - Measurement of the reach and frequency of on-line ad campaigns.

    - Provision of modeling and planning for "what if" ad campaign analysis.

2. **Web Site Analysis**

    - Reporting the numbers of visitors per site and each page on the site.

    - Reporting how long the visitors stayed on each page or portion of the site.

    - Identifying where visitors entered and exited the site.

    - Providing bandwidth utilization information.

3. **e-Commerce Analysis**

    - Track and report information regarding personalization and customer profiles.

    - Provide information to allow Up-Sell and Cross-Sell opportunities.

    - Provide ties to OLAP, SAP, and other external systems.

Communication Technology for Business (CTB) is a Hyperion Alliance Partner providing design and integration of the Hyperion software products where they provide effective competitive advantages for our clients.

Upcoming CTB Events

Seminars	For more information or registration for an event, check our web site WWW.CTBNJ.COM in Press Room and Events. Then look in the Events section – or call (800) 226-2939 ext. 290

This section of our Newsletter promotes upcoming seminars, shows, and events that support CTB's core competencies and key technologies. These events focus on subjects that our clients have indicated are of strategic importance for their business. They are consistent with areas where CTB can provide business improvements and competitive advantage. While not every subject will fit your particular needs, we feel that all do offer good business solutions.

Pre-Merger Financial Integration & Reporting, Are You Ready?
Thursday, March 30, 2000 9 am - 12 pm
NYC Microsoft Office
825 Eighth Ave., 18th floor, New York, NY

Mergers and acquisitions are now a part of the growth cycle of most businesses. In addition to many other industries, financial institutions like banks, brokerage firms, and insurance companies have been permitted to offer mixed financial services through the recent passage of House Resolution 10. Attendees will learn how good Financial Vision and Planning will help them prepare to be more competitive in these ever changing markets.

Collaboration and Managing Workflow with Outlook e-Forms
Thursday, April 6, 2000   9 am - 12 pm
NYC Microsoft Office
825 Eighth Ave., 18th floor, New York, NY

This seminar details how utilizing effective e-Forms in your Microsoft Outlook/Exchange e-Mail BackOffice system can automate and manage workflow. You will get practical tips and techniques on how these e-forms can eliminate organizational logjams, reduce network traffic, automate routing, and simplify forms process flow without paper. Learn how an e-forms solution can transform and simplify the way you conduct business.

Pre-Merger Financial Integration & Reporting, Are You Ready?
At the Hyperion North American Conference May 15 - 18, 2000
Las Vegas, Nevada
http://www.hyperion-solutions2000.com
or 925-299-7670 for registration and show information.
Our session on financial integration and reporting will be presented as a part of the Hyperformance
Solutions 2000 Conference in Las Vegas, NV

24 Wampum Road
Park Ridge, NJ 07656