



CASE STUDY

Managed Exchange



CMP Marketing services a number of clients across Australia and New Zealand from three main offices in Sydney, Brisbane and Auckland. With geographically diverse clients, CMP consultants need flexible tools to enable them to complete projects on time and on budget from a variety of locations.



“We now have an email management system with all the capabilities typically associated with big business... on a small business budget”

MARK ANDERSON
Managing Partner
CMP Marketing



BUSINESS ISSUE

The main challenge that CMP faced was that consultants did not have access to critical client communications and information whilst out of the office. CMP has seen increased reliance on email as a business tool with staff using email as an informal means of storing company project information. In the past, project updates were faxed to clients leaving a paper trail. Today, CMP staff communicate with clients via email meaning that information is stored electronically rather than in traditional paper based formats. The specific business issues facing CMP are:

- The reliance on email communication is growing;
- Email has become an informal means of storage;
- Consultants cannot access email when out of the office;
- Emails and contact databases are not backed up; and
- Staff schedules, contacts and tasks cannot be shared.

BUSINESS SOLUTION

CMP first reviewed the options available to them and considered running a Microsoft Exchange server in-house. When management reviewed the capital expenditure required to purchase server hardware, software, technical installation and ongoing support, a system providing a lower up front cost was sought. WebCentral's Managed Exchange was implemented by CMP as an affordable and flexible solution. CMP use Managed Exchange Web & PC Access with both the SMS and Mobile add-ons.

- **Easier access to emails and information means less down time**

“Our consultants can now access their emails through a web browser from any location and have full access to all contacts, calendars and task lists.”

- **Staff calendars, contacts and tasks can be shared amongst the group**

“Numerous contact databases containing different information have been consolidated into one central client database reducing errors and double handling. The shared calendar and task lists enable staff to better develop their time management skills.”

- **Critical company data is secure and backed up**

“Emails are backed up daily increasing security and reducing the damage caused by losing data through a hard drive crash or lost laptop.”

- **Large up front capital expenditure is avoided**

“We pay for Managed Exchange services on a monthly ‘per mailbox’ basis, reducing our up front costs with maintenance and technical upkeep of the system handled by WebCentral.”

- **Company phone bills have been reduced**

“It’s now possible for staff to see when consultants are free and schedule meetings automatically reducing the number of mobile phone calls required to set up a meeting.”

- **Client communication has been increased while costs have been decreased**

“The SMS ‘add-on’ allows consultants to communicate non-critical project information to clients without interrupting them and without a mobile or STD phone call.”



Managed Exchange from WebCentral

Managed Exchange is a hosted offering of Microsoft Exchange 2000™, which provides your business with all of the advanced messaging and staff collaboration functionality of Exchange without the hassles and large costs associated with hardware, licensing, maintenance and support.



Managed Exchange provides anywhere, anytime access to email, calendar and contacts. All you need is to have your mail hosted by WebCentral to utilise the Managed Exchange products. This solution is available as two products designed to suit different business needs:

- **Managed Exchange Web Access** - access to your Outlook via a web browser from any PC with internet access; or
- **Managed Exchange Web & PC Access** - run the Microsoft Outlook 2002™ client on your PC and have anywhere, anytime access via an internet browser on any PC when not in your office. Exchange Web & PC Access also includes access to the web based Exchange Web Access client.

ADD-ON PRODUCTS

- **Mobile Access:** For even greater flexibility, Managed Exchange offers an add-on mobile product that is ideal for staff that need instant, real-time access to their information while on the road via mobile computing devices.
- **Outlook SMS:** This add-on is a convenient extra that enables you to receive important emails or reminders direct to your phone.

N.B. The Outlook SMS Add-On is only available with Managed Exchange Web & PC Access.

MIX 'N' MATCH MAIL

This option allows you the flexibility to give some employees the advanced functionality of Managed Exchange and others our standard internet mail (POP 3).

HOW MUCH DOES IT COST?

Charged on a per seat basis, Managed Exchange is a robust, highly-scalable platform that will revolutionise the way your business manages electronic messaging and collaboration.

PRODUCT	PER MONTH COST	SET-UP FEE
Managed Exchange Web Access	AUD\$14.95 per mailbox	AUD\$0
Managed Exchange Web & PC Access	AUD\$19.95 per mailbox	AUD\$0
Mobile Add-On	AUD\$4.95 per mailbox	AUD\$10
Outlook SMS Add-On	AUD\$4.95 per mailbox	AUD\$15

Prices are inclusive of GST.

HOW CAN I GET MANAGED EXCHANGE?

Call WebCentral's Sales & Service team on **1800 800 099** (ext 2 for sales) or visit www.webcentral.com.au/mgdexchange to find out how to activate Managed Exchange.

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