

Case Study

Astadia, Inc.

Astadia and USA.NET, a Win-Win Partnership



USA.NET
A Perimeter eSecurity™ Company

Customer: Astadia, Inc.

Business: With more than 20 locations around the world, Astadia provides marketing, customer service and technology consulting to businesses, effecting change by implementing processes.

Prior Solution: In-house Exchange Servers

Current Solution: USA.NET Hosted Exchange and Mobile Messaging

Number of Employees: 125

Number of Mobile Users: 40

Without Email to run, what does the IT resource do? “We have him working on devising a solution for our storage issues and other business-critical initiatives.”

Astadia provides management consulting and technology solutions to businesses, effecting change by implementing and automating sales, marketing and customer service processes. A leading Software as a Service (SaaS) consulting firm, they apply technology solutions and encourage the use of on-demand software systems. Astadia partners with their clients in automation, employee performance management, sales and marketing efficiency, commission structures, and compensation for sales and customer service personnel. Astadia has team members in markets throughout the U.S. and Europe and supports clients in over 15 countries. When Astadia sought an outsourced solution for email, they chose USA.NET hands down against the competition.

A Growing Company Embraces the Email Outsource Services Approach

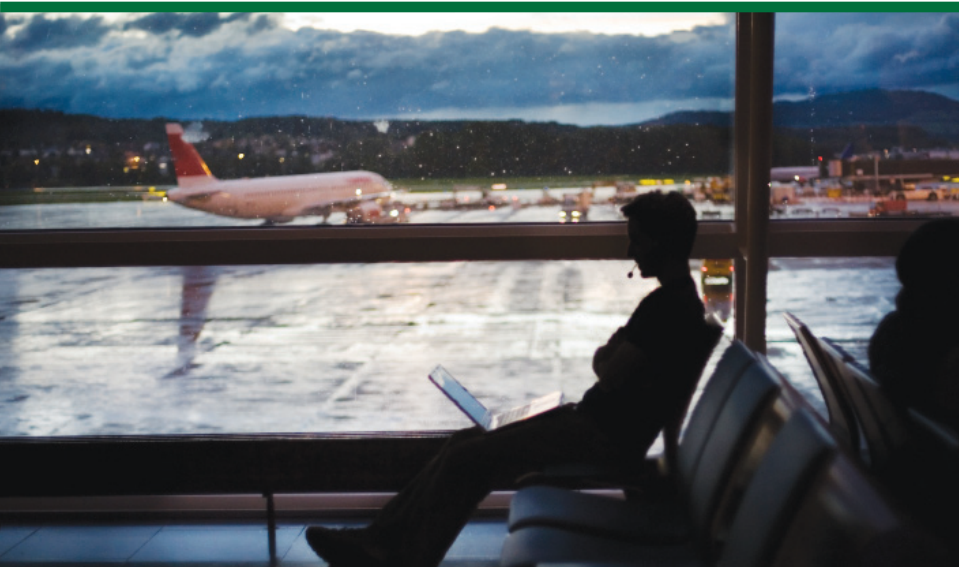
In December 2006, a corporate merger made it necessary for Astadia to absorb their existing POP3 environment into an internal, enterprise-wide Exchange environment. With only one IT person on staff and a philosophy that encourages outsourcing technology solutions, managing the Exchange server presented a challenge. “Managing our own IT infrastructure was not our core competency. We’re not Exchange experts,” said Michael Roseman, VP of Finance and Strategy at Astadia. The Exchange server, residing in the Atlanta office, had limited bandwidth and was suffering from performance issues.

As a worldwide firm, Astadia has over 125 consultants with 20% to 30% of the workforce traveling or working remote at any given time. With the staff dispersed over such vast distances, the ability to keep in close contact via email and mobile devices is critical to the business. Revenue is earned through hourly billing, so email interruptions and loss of productivity could negatively impact Astadia’s continued success.

Astadia does not dictate to their consultants which mobile devices to use, so the email solution needed to support every type of mobile device. USA.NET accommodates all devices – Blackberry® smartphones, Windows Mobile®, Palm® and even iPhones. “There is not a phone out there in the field that couldn’t get mail one way or another,” said Roseman.

Protecting Valuable Data

In addition to the manpower and effort that was involved in internally hosting Exchange, another challenge confronting Astadia was their need for a comprehensive data recovery plan. Outsourcing to USA.NET added the security of redundant servers backing up their data, and Astadia now has peace of mind. “It wasn’t unusual for our IT person to have to drive into the office at 3:00 a.m. to diagnose a service outage,” said Roseman. “Our IT resource shouldn’t be doing this. He is somewhat of a traffic cop. He manages the outsourced contractors that we have by facilitating and executing the strategy. Now that we’ve elicited



the help of USA.NET, we have him working on devising a solution for our storage issues and other business-critical solutions.”

USA.NET Wins Hands Down

When Astadia embarked on a comprehensive search for a vendor, they investigated and compared several Hosted Exchange service providers, and they chose USA.NET because, according to Roseman, “USA.NET has the best reputation and the best operations infrastructure.” Ultimately, he said, it was an easy decision. “After preliminary conversations with competitors, we didn’t go any further. They didn’t share the same customer service standards that USA.NET employs.” Roseman has been very impressed with the level of support that they’ve received from the various departments at USA.NET.

“Throughout the implementation, we received all the resources and attention we desired.”

*– Michael Roseman,
VP of Finance and Strategy*

“It seems like we’re their only customer.”

USA.NET offers a designated Technical Account Manager who is devoted to understanding the client’s individual business needs and objectives and being fully adept at solving their unique challenges. “Each time I interact with the USA.NET team, it seems like we’re their only customer,” said Roseman. “When we need USA.NET’s attention, we have it. They lock eyes with us and say, ‘Okay let’s get this done.’” Even if it means troubleshooting and getting a mobile messaging device up and running on a Friday night. “I called James Manuel (Astadia’s Technical Account Manager) on a Friday night at 6:30. He resolved the issue and didn’t act like it was burdensome or unusual.” Their account executive, Anthony Graziano, stayed involved in the process throughout the sale and afterwards, and, Roseman said, “Throughout the implementation, we received all the resources and attention we desired.”

Change Management Key to a Successful Migration

Working together as partners, Astadia and USA.NET combined their resources and expertise to create a seamless migration strategy. Change management is a critical component of a USA.NET implementation, and communication with Astadia employees was paramount throughout and following the implementation process. To ensure a smooth transition, the USA.NET team worked closely with Astadia to communicate expectations thoroughly within the organization. “My biggest user constituency is the field delivery team. I involved them heavily in the process,” Roseman said.

Astadia consultants, upper management and their IT professional have no doubt that going with a Hosted Exchange Server provider was the best decision for their organization, and that USA.NET was the best choice.

In conclusion, Michael Roseman added “At Astadia, the sun never sets, so we need everyone in contact 24/7, and now we are. USA.NET is truly a partner in our business, and I couldn’t be happier with the entire process and with the results.”