

FastMail



A Reliable and Uncluttered Email Experience



www.redcasesolutions.com

"We finally decided to find a better way. Email requires a great deal of care to run well. Email servers were such a headache for us. Our customers were frustrated.

FastMail changed that for us. Now customers love the service we provide, and also love their email solution too!"

Neil Beardsley
Managing Partner,
RedCase

FastMail Sales
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FastMail Customer Story

RedCase routinely deploys FastMail Vault to all its customers. Customers enjoy reliable email service without the frustrations of managing their own email server. Great email capabilities create loyal customers.

Challenge

RedCase is a small-business Information Technology consulting firm in Tampa, Florida, specializing in the Macintosh computing platform. Most of its customers are in the creative industries, including media, print, video-production and advertising. It also has customers in the bio-tech, medical, and legal industries.

Neil Beardsley, managing partner of the company, described their dilemma: "Many customers have the perception that to have their own email domain (e.g. joe@mycompany.com), they must host their own mail server. Many consulting companies are happy to sell them this 'solution' because it is good ongoing revenue for the consulting house. Yet it is a lousy choice for the customer. It is also a single point of failure."

Without expert, disinterested advice, one of two scenarios is likely to ensue: A company installs its own mail server running Microsoft Exchange or competing product; or it uses the free POP store-and-forward service bundled with its Web hosting service.

The problem with the first solution, Beardsley says, is that Microsoft Exchange is very expensive to run and maintain. "It requires tremendous care and feeding to manage security and things like spam detection."

The weakness in the second strategy is that companies that are good at building Websites or hosting them aren't necessarily accomplished at running mail servers.

A complicating factor typical of RedCase clients is that they generally have some critical feature requests. "Typically they include the requirement that multiple devices must be kept in sync. Their people generally have a PC at work, possibly a Mac at home, and an iPhone in their pocket. They get frustrated with POP email because nothing is in sync. The other handicap that you have with POP email is that it offers no protection. If your PC dies, your POP mailbox goes with it."

He says that the third item on customers' must-have lists is effective, easy-to-configure junk mail protection.

Solution

RedCase decided to offer FastMail Vault to its customers. FastMail provides a solution that is cost-effective, reliable, and meets customer's expectations.

Beardsley describes the experience in more detail:

"FastMail Vault is the perfect choice for our customers, for the following reasons:

1. It is AMAZINGLY reliable. Many of our customers have had no email downtime in the past year. None!
2. While FastMail does offer the POP3 email protocol, it highly encourages customers to use IMAP, which is more demanding for FastMail to run, but keeps customers' email on the server as long as they need it. It can be organized in different folders and accessed from multiple computers.
3. It has outstanding spam protection built in.
4. It is very affordable (even with our mark-up on their business service).
5. The storage sizes are fantastic (8GB+ mailboxes).
6. It provides good support for devices like the iPhone, Blackberry and Windows Mobile smart phones.
7. FastMail Vault supports multiple domains and aliases. It also supports distribution lists, so an address like "salesleads@mycompany.com" gets automatically routed to multiple people within the organization.
8. FastMail Vault offers an audit trail feature — particularly attractive to legal offices — that records every incoming and outgoing mailbox in a separate permanent mailbox repository."