

CUSTOMER STORY: **Krengel Technologies** Bringing Virtual Offices Closer Together

“For us, the value is off the charts. It’s one thing to have a bunch of bells and whistles. With Apptix, we have functional, useable tools that make core business functions more effective. ”

Quentin Krengel
President, Krengel Technologies

Customer Profile



KRENGELTECH

Web Address

- www.krengeltech.com

Industry

- Software Solutions
- Online Marketing

Apptix Products

- Apptix Voice
- Apptix hosted Exchange
- Mobile email

Results

- Improved communications capabilities
- Enhanced responsiveness to customers
- Superior virtual office support
- Hands-off management and administration

Summary

In both the online marketing and software development fields, attracting the best talent often depends on providing the most conducive work environment. At Krengel Technologies, that means working at home—wherever home is. It also means having the freedom to work flexible hours or travel to speaking engagements without sacrificing your availability to the customer. As a result, Krengel’s clients get the best of both worlds: the innovative talent of a large company combined with the attentive, flexible services of a small business. Apptix hosted Exchange helped Krengel reliably stay connected via the computer, but their phone system—the lifeblood for any small company—wasn’t keeping pace.

Challenge

A virtual office is only as good as its communications backbone. As an IT consulting company, Krengel would rather spend time supporting their customers than supporting their own IT needs.

Swapping an Inadequate Solution for Something More Impressive

For a while, Krengel Technologies made do with Vonage—when it worked—and mobile phones when it didn’t. The company quickly realized, however, that the quality of their communications reflected upon the quality of their business. They deliver world-class software and services, and their phone system didn’t follow suit. So they went online to search for a Voice over IP (VoIP) provider who could deliver the sophisticated capabilities they required.

Solution

After comparing features and prices among various providers, no one came close to Apptix Voice. Having already been an Apptix customer for more than a year with hosted Exchange, Krengel was confident in Apptix’s ability to deliver reliable service. And with Apptix Voice, they received features they couldn’t get from any other single solution, such as call routing, the ability to be transferred to an operator, interaction with mobile devices, and FindMe/FollowMe capabilities.



Receiving Value beyond Mere Phone Service

With Apptix Voice, Krengel experiences business benefits that go far beyond simply connecting callers to the right party. Apptix's best-of-breed service also helps them:

- **Deliver more attentive service.** With FindMe/FollowMe capabilities, customers are more likely to reach the employee they are calling on the first try, whether that employee is in the office, attending a conference, or running out for lunch. That kind of responsiveness makes customers feel as important as they are.
- **Attract better employees.** Krengel is located in the Midwest, but their employees reside all over the country. By enabling a flexible, virtual work environment, Krengel can compete for top-notch talent by offering the freedom many larger companies cannot.
- **Operate as if everyone is in the same office.** Apptix Voice is so seamless that a customer's call can be routed all over the country, and it will seem like they are being transferred into the next cube.
- **Reflect a world-class image.** With Apptix Voice, Krengel's phone system is now on par with the sophistication of their solutions and the image they want to present to customers and prospects. As a result, they are more competitive than they were before.
- **Focus on core competency.** Krengel has high standards of service when it comes to technology, and Apptix meets every one. Since their communications systems rarely require any attention, Krengel employees are able to focus their energy on serving their customers.

Results

Krengel Technology is one of Apptix's biggest fans. Their phone system is perfectly aligned with the image they want to present to customers and prospects. Their hosted Exchange is a tremendously reliable benefit to their business. Their mobile email capabilities enable them to conduct business wherever they are—in an office, at home, or on the road. Because of all these things, Apptix is the only hosted solutions provider Krengel considers.

About Apptix

Apptix (OSE:APP), founded in 1997, is a premier provider of on-demand messaging and collaboration solutions to over 190,000 end-users across more than 18,000 customers worldwide. Its offerings—including hosted Exchange, SharePoint, mobile email, and compliance and archiving—provide small- and medium-sized businesses with a more affordable, reliable, and secure alternative to purchasing and managing software applications in-house. Leading channel partners, including IBM, Hewlett Packard, Bell Canada, and Savvis, have selected the Apptix Service Management Platform, which supports a full range of private-label solutions and is backed by multi-tiered customer service. Apptix is a Microsoft Gold Certified Partner for Hosting and Application Services, and has strong technology partnerships with leading vendors, including Research in Motion (RIM) and Good Technology, among others. Apptix's Web properties include www.MailStreet.com, www.ASP-One.com, and www.Mi8.com, which provide Exchange hosting and essential add-on services, as well as www.SharePointSite.com, which provides hosted SharePoint and related services. The company is headquartered in Herndon, Virginia, with additional locations across the United States, Europe, and Asia. For more information, visit www.apptix.com.

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