

CUSTOMER STORY: **CONXTUAL**

Apptix's Hosted VoIP Solution Provides Cost Benefits and Greater Mobility

"Hosted VoIP through Apptix allows me to take my office anywhere I go. My clients can reach me whether I'm operating out of our corporate headquarters or in remote locations. I remember one time I was on vacation in the Dominican Republic and an urgent call was automatically forwarded to my cell phone so I was able to start helping the client within seconds."

Russ Davis

President and CEO, CONXTUAL

Customer Profile



Website Address

- www.contxtual.com

Industry

- Emergency Communications

Apptix Products

- Apptix Voice—Premium and Basic plans
- Apptix hosted Exchange

Apptix Advantages

- Sophisticated business communications capabilities
- Better ROI than managing in-house
- Remote accessibility, both day-to-day and in emergencies
- Scalable solution to accommodate new users and increased capacity

Company Summary

In a world that gets more wired every day, public and private organizations have multiple avenues for communicating in an emergency. Few organizations in rural and remote markets, however, have the infrastructure in place to ensure uninterrupted communications when local service becomes compromised because of an emergency or natural disaster—that's where Hattiesburg, Mississippi-based emergency communications provider Contxtual comes in.

When a school needs to broadcast news of something as mundane as a class cancellation to more immediate emergencies, such as a school fire, Contxtual uses a variety of communications methods—including text, voice, fax, or email—to take care of it. Or when a local government needs to evacuate citizens during a disaster, Contxtual is there to alert them with reliable outbound communications. Contxtual is at its best on the worst days in their clients' lives.

Challenge

According to Russ Davis, president and CEO of Contxtual, "The key to being operational and effective in any type of emergency is heavily reliant on having a flexible phone system." Contxtual agents and executives must be available by phone 24/7 for their customers in the event of an emergency, and because they are located in a hurricane prone area, they themselves need to be able to relocate their operations to higher ground at a moment's notice.

A scalable and mobile communications system was important. And because Contxtual is a young company, they needed to project an image reflective of their sophisticated expertise—and less reflective of their size.

Searching for a Bullet-proof Solution

Contxtual considered a number of solutions before making their final choice. They looked into installing and managing their own system, but the startup expenses were prohibitive—and the reality of maintaining it was overwhelming. As they considered different providers, they were unable to find all the services they needed at a reasonable cost. When they finally found what they needed, though, it arrived in a familiar, friendly face.

Solution

At the same time Contxtual was looking for a Voice over Internet Protocol (VoIP) system, Apptix had just launched its hosted Voice service. And while choosing a provider that was new to the VoIP market might make some companies nervous, Contxtual wasn't concerned.



They had been using Apptix hosted Exchange for more than two years through their parent company, Blue Consulting, and knew how reliable Apptix services were—and that Apptix always delivered on its promises. Better yet, Apptix delivered more features and more value in a VoIP solution than any other single provider Contxtual researched.

The Right Benefits at the Right Price

With Apptix's enterprise-class suite of IP telephony services, Contxtual not only receives the value of affordable VoIP access, they also receive significant business value by being able to:

- **Present a sophisticated corporate image**
Everything about Apptix Voice indicates a world-class choice. Contxtual's prospects are impressed by the system's sophistication, and investors are impressed with its reasonable price.
- **Conserve resources**
Contxtual saves time and resources by utilizing Apptix Voice's auto attendant and find me/follow me features to their fullest potential. But their favorite feature is Apptix's Outlook integration that enables them to dial straight from their Outlook Contacts.
- **Operate remotely**
With sophisticated features and plug-and-play portability, Apptix Voice supports employees in diverse locations as if they're all in the same office. Plus, they can pack up their system and operate from a remote location anytime disaster strikes, without missing a call.
- **Grow as they go**
Apptix Voice is easily expandable to quickly accommodate new users and increased capacity. In addition, the company offers Apptix Voice Call Center, which Contxtual plans to adopt in the near future.
- **Focus on their core business**
As a service-oriented business, Contxtual needs to focus their daily energies on attending to their customers, not their voice technology. Apptix Voice makes that a reality.

Results

Contxtual's phone system is the single most important aspect of their business and, with Apptix Voice, it has become one of the most stress-free aspects as well. With Apptix, Contxtual got their phone system off the ground quickly, easily, and affordably. Apptix continues to deliver the agility and sophistication they need to grow and thrive in a competitive industry. Best of all, Contxtual leverages the full value of Apptix Voice, using most of its features on a daily basis. As their needs continue to grow more complex in the future, they know they can count on Apptix to meet them.

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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