

## CUSTOMER STORY: Flare Industries

### Increases Productivity with MailStreet's Hosted Exchange and SharePoint

*"MailStreet's hosted Exchange solution was very simple to set up, very easy to keep up, and the technical support has been very good. Their prices are competitive in the marketplace, too. There's no reason to look anywhere else."*

**George Hainsworth**  
President, Flare Industries

#### Customer Profile



#### Web Address

- [www.flareindustries.com](http://www.flareindustries.com)

#### Industry

- Environmental Technologies

#### Apptix Products

- Hosted Exchange
- Hosted SharePoint

#### Apptix Advantages

- Sophisticated messaging & collaboration capabilities
- Advanced security & spam control
- International ease of use & mobility
- Responsive customer service
- Knowledgeable IT staff for IT-less or IT-constrained organizations

#### Company Summary

The byproducts of the waste, chemical, and petroleum industries include toxic and environmentally unsafe gases that, if left untreated, release noxious pollutants into the atmosphere. Flare Industries engineers combustion and oxidation technologies that convert gases into breathable air. As a result, Flare is in daily contact with Fortune 500 companies who expect sophisticated communications capabilities from their vendors. As such, it is essential that the main line of communication between Flare Industries and their clients—email—measure up to world-class standards.

#### Challenge

Though a leading player in their niche, Flare Industries is a small- to medium-sized business with just 45 employees in three offices around the globe. Their technology needs are minimal, so they don't require a full-time IT professional. However, without one, the responsibilities of maintaining the IT fall on the most technologically savvy guy in the house—Flare's president, George Hainsworth. Since his time is best spent running the company, Flare uses a hosted solution to meet their messaging and collaboration needs.

#### Finding the Right Solution isn't Easy

Flare Industries tried a few different solutions before they found the right fit. In fact, at one point, Flare had tried three different solutions in as many months looking for the reliability and functionality they required. Though challenging, the strengths and weaknesses of those solutions helped Flare develop a better understanding of the requirements most critical to them:

- **Hosted Solution**

Without a full-time IT professional on staff, Flare required a solution with comprehensive functionality and ease of use. Identifying an experienced service provider who could take on the role of managing applications—along with upgrades, maintenance, and support—was essential.

- **Web Access**

Flare has offices in three countries and users travel frequently. They need to be able to access their email everywhere they go.

- **Functionality**

None of the systems Flare tried enabled them to manage company contacts, an important capability.



- **Sophistication**  
With sophisticated customers, Flare needs to respond via a sophisticated communications system.
- **Capacity**  
Flare transfers a lot of large 3-D drawings electronically, and needs a reliable means of doing so.
- **Security and Spam Control**  
Flare's users were flooded with unwelcome emails, affecting productivity.
- **Service**  
Flare wants a good value, and responsive service is key.
- **Reliability**  
The more Flare trusts that their expectations are met concerning backups and system availability, the more they are can focus on core business.

### Solutions

Flare Industries recognized that, in order to access the functionality they needed, they would have to migrate to hosted Exchange. They performed a Web search to find Exchange providers, and after sending inquiries to a number of companies, Flare chose the one who provided the functionality they required and best demonstrated their willingness to please the customer—MailStreet.

#### Getting the Attention they Deserve

In MailStreet, Flare found a company that treated them like a valued customer. MailStreet support always came through for Flare, keeping them productive—even outside of normal working hours. MailStreet also hosted SharePoint for Flare, enabling a deeper level of collaboration within the organization.

#### Apptix Acquires MailStreet

Flare liked the high level of service, but what happened when MailStreet was acquired? In 2005, Apptix acquired MailStreet, and Flare continues to receive the same exceptional service and capabilities they have always enjoyed.

### Results

With MailStreet, Flare is able to securely, reliably, and affordably communicate on par with their sophisticated customers. Employees access the system remotely, and setting up offices is easy. If executives have difficulty initiating a chat session or accessing folders during international or weekend hours, live customer care is a phone call away. George Hainsworth no longer has to spend time thinking about the management of their communications system. As Flare continues to grow, he knows that Apptix will be able to handle his needs. Best of all, since February 2005, Flare hasn't needed to look for a new messaging and collaboration provider—MailStreet delivers everything they require.

#### 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](http://www.MailStreet.com), [www.ASP-One.com](http://www.ASP-One.com), and [www.Mi8.com](http://www.Mi8.com), which provide Exchange hosting and essential add-on services, as well as [www.SharePointSite.com](http://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](http://www.apptix.com).

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