

## CUSTOMER STORY: **ASP Global Services**

### Improves Customer & Employee Communications with Apptix Hosted Solutions

*"Of all the business applications we outsource, Apptix hosts our two most critical—Voice and email—and they're at the top of the list when it comes to customer service. All things considered, choosing Apptix is a no-brainer."*

**Mike Mullane**  
VP Operations, ASP Global Services

#### Customer Profile



#### Web Address

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

#### Industry

- Supply chain management

#### Apptix Products

- Apptix Voice
- Apptix hosted Exchange
- Apptix hosted SharePoint

#### Apptix Advantages

- Sophisticated messaging & collaboration capabilities improve connectivity between geographically dispersed employees & customers
- Better ROI than managing in-house
- Scalable solution to accommodate new users and increased capacity
- Responsive and reliable service—24/7 live customer support

#### Summary

In today's wired world, the opportunities for global trade are rich. But with those opportunities also come challenges—warehouse management, supply chain management, and document and data exchange issues, to name a few. ASP Global Services (ASPGS) streamlines the logistical challenges of manufacturing with hosted inventory management and supply chain solutions that suppliers, carriers, distributors, and manufacturers can use to do business smarter. For ASPGS and their customers in the aerospace, automotive, and retail industries, it is all about serving customers well in an increasingly competitive global arena.

#### Challenge

As a hosted service provider, ASPGS understands the value of outsourcing non-core technology so they can focus on their core business. They also know the importance of service delivery when it comes to obtaining—and retaining—business. Their clients boast some of the world's most recognized brand names, so when it came time for ASPGS to change phone systems, they looked for a hosted provider who could deliver the same level of service and reliability that they deliver to their own customers.

#### Seeking a Reliable Phone System to Grow with their Business

ASPGS had known they needed a new phone system for a while, but it took moving into new facilities in Dallas and Los Angeles to precipitate a change. They consider their voice system to be their most critical business communications requirement, so they wanted to make sure they found the perfect vendor—and they wanted to get it right the first time.

After researching their options, ASPGS took a close look at Apptix Voice. They were already satisfied customers of Apptix, relying on both hosted Exchange and SharePoint for email and collaboration. They knew the company's customer service was outstanding, which was an important part of their decision-making process. What they didn't know was whether Apptix Voice had the features, flexibility, and pricing to compete against larger companies.

#### Solution

After closely examining several voice solutions, ASPGS chose Apptix—not just for their flexibility and reliability, but for the world-class service they knew the company provided. In addition, Apptix didn't require ASPGS to sign a multi-year contract to obtain Voice services, and the Apptix's prices were as good—if not better—than companies who did require long-term commitments.



### Taking Advantage of Apptix's Feature-rich VoIP Solution

With Apptix Voice, ASPGS has reached a whole new level of voice communications, enabling them to:

- **Streamline communications** between offices in Dallas and Los Angeles, as well as with remote workers in other locations
- **Boost responsiveness** to customers' needs by using hunt groups to find call targets faster and/or route calls to others who can help
- **Maintain focus** on their core mission without the distractions of managing voice communications hardware and software
- **Simplify dialing** by using 4-digit extension dialing to reach co-workers, regardless of their physical location
- **Route calls** to employees with an Auto Attendant, whether they're in the office or on the road
- **Add new users** quickly and easily, a major consideration in a fast-growing company
- **Reduce expenses** with SoftPhone capabilities that eliminate long-distance charges when traveling internationally
- **Enable mobility** with Find Me/Follow Me, enabling callers to reach workers whether they're in the office or on the road
- **Improve service** by instantly forwarding after-hours calls to a ticketing system that expedites problem resolution
- **Affordably upgrade** to a new Voice service at a lower cost than an in-house alternative

### Results

With Apptix Voice, ASPGS is operating more efficiently than ever before. ASPGS has used Apptix Voice to improve their responsiveness and heighten their focus on customer service, which increases their competitive edge in a competitive marketplace. ASPGS is able to swiftly add new users to their system without a hiccup, ensuring that new employees hit the ground running. This has proven critical as ASPGS continues to grow its business and expand its operations.

With Apptix Voice, the ASPGS phone system is no longer a daily operational challenge distracting from their mission of delivering first-class supply chain and warehouse management services. Today, it helps enable the company's success. When minor issues arise, they're solved quickly—usually on the first call. For Apptix, earning the admiration and respect of a fellow hosted solution provider—especially one so keenly focused on service—is the highest compliment of all.

### 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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