

CUSTOMER STORY: **BigEye Direct**

Starting a New Business with Maximum Confidence & Minimum Costs

"I researched our options and chose Apptix. When it comes to the way we communicate, our 7-person company can now compete with the largest players in our industry—at a fraction of the cost. Making smart decisions is the key to success, and this ranks as one of our best."

Damon Smith
President, BigEye Direct

Customer Profile



Website Address

- www.bigeyedirect.com

Industry

- Direct marketing

Apptix Products

- Apptix Voice
- Apptix hosted Exchange

Apptix Advantages

- Mobile features to improve connectivity between employees and customers
- Better ROI than managing in-house
- Sophisticated hosted servers for security
- Responsive and reliable service—24/7 live customer support

Company Summary

For years, the direct mail industry took a hit as advertisers turned to email, hoping to get the same results at a lower cost. But, as many found out, it can be hard to reach a prospect with multiple email addresses, tight security filters, and one-click deletion capabilities. As a result, advertisers are turning back to a less cluttered direct mail environment—in which they can have a higher degree of confidence that their messages are being received. Sensing new opportunities in the marketplace, seasoned direct mail veteran, Damon Smith, decided the time was right to start his own full-service direct marketing firm, BigEye Direct, in January 2007.

Challenge

Getting a new company off the ground can be a complex process. In addition to finding office space, getting business licenses, procuring insurance, and dealing with other start-up responsibilities, it is also critical to focus on prospecting. With just a handful of employees, BigEye Direct currently delivers data processing, production, personalization, mail-shop, and fulfillment services. As a small company starting up, the last thing they needed was the burden of procuring and managing their business communications systems in-house. From day one, their highest priority was to build the business by establishing a robust sales pipeline—and strong business communication was a must-have.

Colleagues Showed Him the Way

Knowing how expensive start-up costs can be for email and voice solutions, Damon Smith decided early on to outsource his communications needs. He needed services that were robust, yet affordable. Furthermore, he came from a large company with sophisticated phone and email systems, and wasn't willing to lose any of the capabilities he had come to expect. As an entrepreneur, he often relies upon his professional network for input and referrals, so he started asking around about possible solutions to his business communications needs.

Solution

Damon discovered that a trusted colleague had recently researched hosted business communications solutions. That colleague recommended Apptix, which prompted Damon to investigate the company's capabilities. When he saw that Apptix offered an enterprise-class email solution at a small business price, he immediately signed on. A few months later, when Apptix released Apptix Voice—a hosted IP-PBX service—BigEye Direct became one of the company's first customers.



Focusing on What Matters Most

With no distractions due to email outages, phone system glitches, or other communications management issues, BigEye Direct is able to focus on selling direct mail services and growing their business. The company has benefited from the ability to:

- **Go mobile** by taking calls, receiving emails, and sending files—whether in the office or on the road
- **Respond immediately** to customers' needs using the Find Me/Follow Me capabilities available within Apptix Voice
- **Work cost-effectively** with lower overhead
- **Operate professionally** on enterprise-class systems that provide all of the features and functionality BigEye required
- **Ensure security** of their client data through transmission over sophisticated hosted servers
- **Accelerate business transactions** by enabling the BigEye team to be available to clients regardless of location
- **Manage effectively** by staying more tightly plugged in to what employees are doing while they're on the road
- **Stay nimble** with capabilities that support collaboration among employees, enabling them to be more responsive and turn jobs around faster

Results

Today Damon Smith is an Apptix evangelist, regularly recommending the company to anyone who needs big-business communications at small-business prices. And it's no wonder—he has been completely satisfied with Apptix's service, support, and overall responsiveness to his needs. This means nothing distracts his team—no glitches, no security issues, no outages, no hassles—from responding to prospects and customers, making sales, and delivering top-notch service. As a result, BigEye Direct is already a success in a highly competitive marketplace.

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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