

CUSTOMER STORY: **DOYLES**

Using MailStreet Hosted Exchange & VoIP to Provide Outstanding Customer Service and Unite Remote Offices

“MailStreet offers the perfect solution—hosted VoIP and Exchange—for the way DOYLES is set up. Our seven offices are spread out, yet we have the ability to work successfully—between locations—with zero issues.”

John Cameron
Director of IT Services, DOYLES

Customer Profile



Web Address

- www.dvinc.com

Industry

- Manufacturing
- Oil drilling: DOYLES assists contractors with the parts they need to keep their oil rigs up and running

Apptix Products

- Apptix Voice
- Apptix hosted Exchange
- Mobile email

Results

- Tremendous cost savings
- Improved communications
- Better responsiveness to customers
- Outstanding virtual office support
- Hands-off management and administration

Summary

Traditionally a pressure-control equipment repair and distribution facility, DOYLES has evolved into a full-scale global pressure-control equipment manufacturing company. Currently, DOYLES has more than 200 employees in seven offices, with 60,000 square feet of dedicated space in three specialized facilities. In addition, they have fully staffed in-house engineering, machining, welding, testing, inspection, and warehousing. John Cameron, Director of IT Services, oversees every aspect of IT for the company.

DOYLES joined the MailStreet ranks in 2007. With seven offices' worth of phones and email to keep track of, managing those systems was a daily challenge prior to choosing a hosted solution. Before switching to MailStreet, a subsidiary of Apptix, DOYLES was busy growing their successful company—they didn't always have time to focus on why they received so much spam and how they could better manage their phone system to support the needs of their growing firm.

Challenge

#1: Get email under control.

When they were a much smaller company, with 10-15 employees, DOYLES used a hosted POP3 email server but were never truly happy with the service—no matter what their provider did, DOYLES employees received lots of spam and emails kept getting lost. Not exactly the image a successful, growing business wants to project.

#2: Fix the phones.

DOYLES had 15 Toshiba desk phones distributed around the main office (their only office at the time), and four analog lines linked into that system. The DOYLES secretary answered every incoming call, and would then page the intended recipient through speakerphones on every desk.

Solution

Cameron had experience with MailStreet hosted email from his previous career as an IT consultant. He discussed MailStreet with the owners of DOYLES, and they soon implemented hosted Exchange across their offices. From the outset, the system has provided a cost-effective, reliable, email system—one that also eliminated their spam issues. As an added bonus, MailStreet enables DOYLES to back up their email messages on a regular basis—a feature they didn't have with their old system.

When the time came to streamline their phone system, Cameron again turned to MailStreet. The hosted VoIP solution seemed like a natural extension to Exchange, and they have been pleased from the outset. Hosted VoIP enables quick and simple extension dialing between their disparate offices, and VoIP's additional features—voicemail, custom hold music/messages, Find Me/Follow Me, and the Telephony Toolbar, for example—have been a tremendous benefit to the DOYLES team.

Email and phone reliability—at a reasonable price.

With hosted VoIP and Exchange, DOYLES gets a cost-effective, reliable, robust email system coupled with a flexible, location-to-location phone system that is always available, whenever customers call. MailStreet services also enable DOYLES to:

- **Bring their remote offices together.** With seven offices, DOYLES needs their phone and email systems to bridge the gaps. Hosted VoIP enables quick and simple extension dialing—regardless of office location—and mobile email unites the team, no matter which office they're in.
- **Eliminate spam.** Fighting spam was a primary reason DOYLES chose MailStreet. They immediately implemented the MX Logic® spam service, and proclaim it a success. "We have had Exchange up and running for over a year, and it works great. No spam, and no dropped emails," says Cameron.
- **Never miss a customer call... ever.** For DOYLES, one of the biggest benefits of MailStreet hosted VoIP is the direct inward dial switch. When someone calls the DOYLES Sales team, VoIP rings the phone number at the top of the list. Unanswered calls are quickly routed until someone picks up.
- **Move their HQ at the drop of a hat.** When Hurricane Ike hit Houston in September 2008, hosted VoIP provided DOYLES with the flexibility to rapidly switch their main number to ring into another office. After Ike passed, when Houston was out of power for several days, they continued to have all incoming calls routed to their Corpus Christi office.
- **Provide emergency responsiveness to employees.** During Hurricane Ike, DOYLES set up a VoIP auto attendant option that announced, "Press 5 if you are a DOYLES employee affected by the hurricane." This enabled the company to offer emergency information to their employees, and provided workers with an outlet to leave messages for HR and the management team.

"With hosted VoIP and Exchange, our seven offices are totally linked together, each person has reliable email and voicemail, and they can configure everything based on their daily needs. Our entire employee base benefits from it."

-John Cameron, DOYLES

Results

MailStreet's hosted VoIP and Exchange solutions enable DOYLES to "install it and forget it," letting them focus on growing their successful business and providing outstanding customer service. Says Cameron, "With hosted VoIP and Exchange, our seven offices are totally linked together, each person has reliable email and voicemail, and they can configure everything based on their daily needs. Our entire employee base benefits from it." Every IT guy's dream.

About Apptix

Apptix (OSE: APP) is the industry-leading provider of hosted email, voice, and collaboration services for small and medium-sized businesses, serving nearly 200,000 Exchange subscribers—and approximately 19,000 organizations—worldwide. Apptix offers hosted Microsoft Exchange, hosted VoIP, hosted Microsoft SharePoint, mobile messaging, and compliance and archiving, both directly and through its MailStreet subsidiary. Apptix provides the reliability and scalability of big business communications solutions at a small business price, freeing IT staff to focus on improving and innovating within their companies. Apptix is a Microsoft Gold Certified Partner for Hosting and Application Services. The company is headquartered in Herndon, Virginia, with additional locations in Florida, Illinois, and Texas. Apptix is recognized as one of the *CRN* 2008 Fast Growth 100, Deloitte's 2008 Virginia Technology Fast 50 and 2008 North American Technology Fast 500, *Software Magazine's* 2008 Software500, and Washington Business Journal 2008 Fastest Growing Companies. For more information, visit www.apptix.com.

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