



Case Study

P3 Architecture Designs Their Ideal Messaging Solution with SoftCom

About P3 Architecture's Messaging Needs:

- Support multiple office locations and remote worker needs
- Have excellent uptime metrics
- Allow anytime/anywhere access
- Easy to add services – mobility, archiving, web hosting, VPS
- Synchronize with BlackBerry®
- Align with data security requirements
- Include 24/7/365 exemplary support

“They had a solid reputation in the market, great uptime metrics and a track record of high quality service. In addition, since our firm does frequent business with the public sector, we had stringent data security requirements too. SoftCom matched our needs.”

- Michael Francis
IT Department
P3 Architecture

P3 Architecture is an architectural firm with a strong reputation for signature, environmentally friendly architecture and interior design. They offer a full range of planning, design, and project management services for all sectors of the construction industry.

Evaluating Messaging Options

For years, P3 Architecture managed their email internally, running it on the Windows® Small Business Server of which Microsoft® Exchange was part of the solution. Shares Michael Francis, “Email is mission critical to our organization. When we started to experience frequent issues with the Exchange portion of the server, and it was dragging down the rest of the server activities, I knew we were headed to a cross roads.”

Having worked in IT for almost 20 years, I understood that this would be a perpetual challenge for our organization if we kept the solution on-premise. So I felt it was either time to outsource our messaging needs or to make a decision to upgrade our on-premise solution. If we kept it on-premise, I knew it would involve purchasing multiple servers to run Exchange, potentially adding anti-spam and security filtering appliances, buying licenses for our users, and being prepared to invest my time every day in the management of the server, email and related user email concerns.”

“I wanted to focus on more strategic IT initiatives for the firm instead of spending time managing email. After running the numbers, it was also significantly more cost effective for us to outsource messaging once it was determined that we would remain committed to the Microsoft Platform,” adds Francis. When P3 Architecture researched outsourcing options, they were focused on finding a provider that stayed on the leading edge of messaging services, had high deliverability and met their data security requirements.

The Best Choice: Outsourcing Messaging with SoftCom Business Services

When evaluating vendors, SoftCom Business Services quickly rose to the top. “They had a solid reputation in the market, great uptime metrics and a track record of high

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P3 Architecture started with SoftCom’s hosted Exchange services for all employees across two locations and the migration was seamless. Shares Francis, “With SoftCom’s guidance, we had an easy and smooth migration for myself from a deployment perceptive and for my users. In fact, only very minor user side assistance was needed to transition to the hosted version of the already familiar Outlook email environment.”

As P3 Architectures’ needs evolved overtime, it was easy for Francis to tailor services to the unique needs of individual users based on their preferences for functionality, spam settings, mailbox capacities, and much more. For instance, within months of moving to Hosted Exchange, P3 Architecture added synchronization with smart phones for those staff members who wanted to check and send emails, schedule appointments, review and update contacts and more using their BlackBerry®. More recently, P3 Architecture added a SoftCom Linux Virtual Server, which they use to host the corporate website and are also using as a development server for collaboration solutions. In the near future there are plans to add email archiving as well.

The Bottom Line

P3 Architecture has been a SoftCom customer for over 3 years and is extremely pleased with their messaging solution. “Prior to outsourcing, I spent a lot of time handling email issues across our two locations and server maintenance and security was a constant concern. Since we’ve outsourced our messaging to SoftCom, user side email issues have been minimized. SoftCom’s uptime metrics are excellent, their filtering capabilities keep spam to a minimum and even those metrics improve every day. SoftCom is also excellent at responding to any issues that arise in a timely manner,” says Francis.

In a business environment where email is mission critical to communication, the most important thing is that it stays up and running. Francis comments, “Sometimes our clients or prospects are having challenges with their own email systems and aren’t getting email. Even though it has nothing to do with us, SoftCom and I have together figured out and resolved every challenge that today’s challenging email environment has thrown at us. This includes helping our clients and contractors fix their own respective systems by providing standards based diagnostics and guidance to help them resolve their problems so they could receive our emails again.”

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“As you can see,” shares Francis, “I regard my SoftCom Account Manager and technical support people as an extension of my IT department and it is rare that I feel that way about a vendor. They are truly focused on building a working relationship, are great about communication and care about my firm’s success. With SoftCom I have a partner who helps me keep on top of everything messaging related for a reasonable price per head, per month and for a Microsoft based platform. I can’t beat that ever!”

About SoftCom Business Services

SoftCom Business Services (SBS) provides outsourced messaging and collaboration solutions that are tailored to the unique needs of each customer for enhanced productivity. Our reliable, easy to use and highly secure business-class solutions combined with our renowned Premium Support and rock solid hosting services makes us the ideal choice for business customers. SBS is part of SoftCom, Inc., an industry leading provider of web hosting and business communication services for over 25,000 business customers in over 140 countries and representing more than 2.1 Million mailboxes.

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