IceWarp®

MASTER BUILDERS ASSOCIATION
Australian Industry Association Replaces Hosted Email with IceWarp Messaging Infrastructure

Master Builders Association
Building and Construction Industry

Master Builders Association
New South Wales

Users:	164
OS:	Windows
Modules:	Mail Server, WebClient, Anti-Virus, Anti-Spam, GroupWare, Exchange ActiveSync, Outlook Sync, SMS Server
Year:	2008

Problem

Master Builders wanted to replace a hosted solution that did not meet its security, reliability, control and scalability requirements.

Solution

Thanks to IceWarp technology Master Builders gained easy to deploy on-premise solution that helped to handle maintenance requests very fast and solve problem with connection speed.

Company

Master Builders Association of New South Wales in Sydney (Master Builders) is the leading building and construction industry association across the state. A not for profit organization, it is chartered with representing and furthering the interests of the building and construction industry.

Master Builders was established in 1873, making it the oldest employer association in Australia. With nearly 8000 members in NSW and six regional offices throughout the state, Master Builders is the only industry body that represents all sectors within the building and construction industry.

Challenge

Master Builders was using a regional Internet Service Providers whose email was hosted off-site. The provider's connection speed was subpar, however and even the most mundane maintenance requests were handled very slowly.

For added security, reliability, control and expansion flexibility Master Builders decided to bring the messaging operations in-house. They began looking at different options. Several products were reviewed, ranging from niche vendors like WinGate to brand names such as Microsoft Exchange.

"WinGate was offering a firewall protection/email combo, but the latter could support only small organizations," recalls Mr. Alexander Ashley-Carrington, IT Manager at Master Builders. "Exchange was too expensive and hard to deploy."

Solution

Master Builders' IT support consultants recommended a solution they had successfully tried out in similar situations: IceWarp.

After trialing the solution, Master Builders decided IceWarp was a cost-effective way to bring the messaging infrastructure on-premise, increasing overall reliability and flexibility.

"The system was easy to deploy and manage," says Mr. Ashley-Carrington. "The setup was pretty straightforward and the migration easy."

Master Builder moved 164 users to IceWarp, giving them access to WebClient, Groupware, ActiveSync, and IceWarp's proprietary Outlook connector for users who wanted to keep their familiar Outlook environment.

"Everybody was happy," notes Mr. Ashley-Carrington. "The users don't really care about what's in the background, they need the solution to work. And it did!"

The migration allowed Master Builders to enable the organization's mobile workforce.

"Many of our users access IceWarp from their mobile devices," says Mr. Ashley-Carrington. "They use the whole gamut of different gadgets – from Android and iOS-based ones, which are the majority, to the Windows-based smartphones. With IceWarp, it's very simple to set up a mobile user, regardless of the platform."

When Master Builders fully mastered IceWarp's functionality, the organization decided to add another server to enable new features.

"We have also added a backup IceWarp server configured as a Backup Domain on the local network which is connected to a separate internet gateway," says Mr. Ashley-Carrington. "The backup server is then able to receive emails in the event the primary server or the primary internet connection is unavailable. We also use this backup server to send bulk emails."

Master Builders has also recently deployed IceWarp's SMS module to improve membership base communications. Using IceWarp's SMS solution has not only made it simpler and more efficient for Master Builders to send out text message notifications, but has also helped to dramatically reduce the cost of SMS campaigns.

As Master Builders expanded their IceWarp system, it occasionally approached IceWarp support for technical assistance.

"I am very happy with IceWarp support," says Mr. Ashley-Carrington. "In most cases everything is fixed straight away."

Results

Master Builders moved 164 users to IceWarp, giving them access to WebClient, groupware, ActiveSync, text messaging and IceWarp's Outlook connector for those who wanted to keep their Outlook clients. The organization also added a second failover server configured as a Backup Domain.

Future

Master Builders is planning to enhance its IceWarp-based archiving capabilities in the near future. They also will stay in close contact with IceWarp team to add the newest features to their environment.

Summary

IceWarp allowed Master Builders Association to escape the hosted solution's limitations, improve reliability and security. Using IceWarp's SMS module, Master Builders dramatically reduced the cost of SMS campaigns.

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Alexander Ashley-Carrington
IT manager of Master Builders Association of New South Wales

What was the biggest advantage of IceWarp against other competitors from your perspective?

„The biggest advantage was cost. Especially compared to Microsoft and Lotus Notes."

What were the main benefits of IceWarp deployment for you? Do you find the system easy to deploy and manage?

„It's simple, it's very easy, doesn't take much storage on a disk, and migration to it is very simple. It has file system based storage that helps restore emails. While the functionality is similar to Microsoft Exchange, the initial setup for Exchange is much more difficult."

What do you like most about IceWarp?

„I like the opportunity to watch the active sessions. I can actually see the connection. You cannot do this in Exchange. When somebody hacks an email account I can actually see a spam flow unfolding and stop it."

Would you recommend IceWarp to other organizations?

„Yes, I would certainly recommend IceWarp to other organizations in our industry."

IceWarp®

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