

## COMPUTER MEMORY CHIPS WHOLESALER OM Associates Revamps Messaging Infrastructure With IceWarp



### Om Associates Manufacturing / Electronics

<b>Users:</b>	50+
<b>OS:</b>	Windows
<b>Modules:</b>	Professional Mail Server Engine, Unlimited Domains, WebMail Pro and WebMail Basic, Anti-Virus Module, Anti-Spam Module, GroupWare Server, Shared Calendars, Tasks, Notes, Contacts
<b>Year:</b>	2014



#### Problem

Having worked with hundreds of corporate customers around the world, OM Associates company needed robust messaging platform to support its growing business.



#### Solution

IceWarp server turned out to be an easy-to-install solution that had low hardware requirements. The deployment did not require any additional resources.

## Company



OM Associates was established in Singapore in June 2004 for trading, marketing, testing and ultimately manufacturing high-end electronic engineering products. OM Associates purchases memory and flash chips from top manufacturers like Micron and Samsung, then tests and grades them into relevant quality and application categories.

OM Associates exports to a mix of buyers in over 21 countries across 5 continents (Asia, Australia, Europe, North & South America).

In 2007 OM Associates established its own plant for memory/flash chips testing and memory modules, USB pen-drives and memory cards manufacturing. Today OM Associates sells these products globally under its own worldwide brand names.

## Challenge



OM Associates needed a robust messaging platform to support its growing business. The company's technology team started to look for options, considering both mainstream and niche vendors.

"We considered Microsoft Exchange, but Exchange costs too much and is too complex to manage," explains Ashok Khosla, CEO at OM Associates.

## Solution



OM Associates started looking for messaging solutions that would have MS Exchange-like capabilities or better but with a more acceptable pricing structure. After extensive research, the company decided to try IceWarp. IceWarp solution met all the requested criteria.

## Results



OM Associates users access their emails from a variety of different email clients such as Outlook, Thunderbird, Mac Mail, as well as from smartphones and the IceWarp WebClient.

The company was impressed with IceWarp's security and anti-spam capabilities.

"Also, OM Associates was highly satisfied with support from IceWarp Singapore."

"The support is good," notes Mr. Khosla. "If anything happens, the support is there for us."

## Future



We are planning to become the most reliable Total Solution Provider of Memory and Flash products, by integrating the functions of sourcing, timely supply, R&D and manufacturing to meet the needs of a diverse mix of customers. And we hope that IceWarp platform help us a lot with this vision.

## Summary



Leading Singapore-based computer memory chips wholesaler OM Associates has revamped its messaging infrastructure using award-winning IceWarp Server. OM Associates has achieved greater efficiency and cost savings by selecting IceWarp over mainstream solutions.



(442) 031 294 778



[icewarp.com](http://icewarp.com)



[sales@icewarp.com](mailto:sales@icewarp.com)



**Ashok Khosla**

CEO at OM Associates



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

*„Data storage on a genuine database server, space-saving handling of attachments, and support for popular formats for access to email, numerous protocols and functions and the modular design. This is list of biggest advantages from our perspective.“*

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

*„Yes, I can confirm, that deployment was really easy. We didn't need any special deployment requirements.“*

**What do you like most about IceWarp?**

*„Security is one of the most important thing for us, so we appreciated how IceWarp Anti spam module helped us get rid of junk mail.“*

**Would you recommend IceWarp to other organizations?**

*„We are very happy with the solution. It's a nice stable system, and I would highly recommend IceWarp to other companies.“*