The main focus of Stralia Web company was to catch boom of web development line of business and offer complete messaging platform to their clients.

**Problem**

Stralia Web chose Icewarp platform as a very easy to use solution that they could install on their Windows server.

**Solution**
Company
Stralia Web was formed in 1999 to offer web design services across Australia. Stralia Web’s professional design team provides complete tailored solutions for businesses and greatly simplifies the web design process. In addition to sophisticated web development services, Straliaweb offers robust messaging platforms that power its clients’ e-commerce and other business projects. Its team approach to product development allowed the company to gain and retain hundreds of customers across multiple industries.

Challenge
Stralia Web’s web development line of business was booming. Many Straliaweb customers, however, wanted to add a messaging platform to their new online capabilities. Straliaweb wasn’t sure how it would go about providing a messaging platform that was reliable and effective enough for its customers.

“There was an increasing demand from our clients for a package that would also take care of their email needs,” says Ben Curran, Managing Director at Straliaweb. “We initially considered Microsoft Exchange, but it was a very frustrating system to look after.”

The Straliaweb technology team decided to research other solutions. The selection process was difficult though.

“We were looking for a solution that would not impose a lot of limitations on us because limitations are very frustrating when you are trying to grow your business,” notes Mr. Curran.

Solution
After a rigorous research, Straliaweb came across IceWarp. They were attracted by its capabilities, ease of use and pricing model. After testing IceWarp out, they decided to use it as the basis of their messaging program.

Results
Since IceWarp Mail Server had several integrated components that include SQL and Web Servers, Straliaweb had everything to roll out a new set of offerings.

“Somebody comes to us, they want a site, a domain, and e-mail,” explains Mr. Curran. “We now can do all that, with a variety of messaging options. We can offer POP3, IMAP, or help customers redirect service through their own mail sever.”

Straliaweb discovered that IceWarp’s architecture makes it possible to easily manage multiple customers.

“The support is outstanding,” notes Mr. Curran. “Creating an Australian support arm was a great move on the company’s part. It’s a fantastic system that has great support.”

Future
Stralia Web have started offering IceWarp to their clients as webmail and mailboxes.

IceWarp adoption allowed Straliaweb to start offering packaged solutions so they are going to continue with this offering and grow their business.

Summary
IceWarp allowed Stralia Web to add a messaging platform to their customer’s new online capabilities and offer a package that take care email needs.

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

“We, as well as our customers, see as a biggest advantage that there is no need to look for any anti-spam and antivirus – everything is included.”

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

“IceWarp is extremely easy to manage, one of the most simply managed tools we have in our company. It’s easy to backup, easy to restore, easy to trace lost emails via its comprehensive logging. That’s brilliant!”

What do you like most about IceWarp?

“We like the fact that there are folders for individual clients that are easy to analyze and are not a part of a centralized database. “There is no need to do database compression. IceWarp technical support structure was also an important factor.”

Would you recommend IceWarp to other organizations?

“Yes, I would absolutely recommend IceWarp to other companies.”