



Major Pharmaceuticals Company Keeps U.S. Field Workforce's Email Messaging Healthy With MessageWare's Plus Pack

International Pharmaceutical Company

Industry:
Pharmaceuticals

Challenge:
Limited productivity
features in email
messaging system

MessageWare Products:
Plus Pack

Key Benefits:

- Integrated tools enhance email writing and management efficiency

■ CHALLENGE

In the pharmaceuticals industry, speed—both in medicine and in business dealings - can be of critical importance. For one cutting edge drug manufacturer, however, speed is much more than a goal. It's a cornerstone.

Not long ago, in fact, the firm's U.S. division set out to improve the speed with which its field sales managers could send and receive business email. The division's IT staff installed Microsoft Outlook Web Access (OWA), a component of Microsoft Exchange, onto its central email server, enabling traveling employees to send and receive Outlook email from any web browser.

"As with any sales-oriented business, our company has many people on the road at any one time across the United States conducting company business," said a senior IT administrator for the corporation. "Giving these individuals instant access to company email has dramatically improved message turnaround time."

As part of its implementation, the manufacturer sought to add several usability features to OWA that would aid in email writing and send/receive processing—spell check, contact list management, and Outlook-style addressing in particular. The IT staff knew these features would not only improve worker efficiency, but would also put OWA on a par with the company's Outlook interface to which employees had become accustomed.

■ SOLUTION

After a period of research, the firm's IT staff discovered Plus Pack, MessageWare's highly popular enhancement software for OWA. Plus Pack extends Outlook Web Access with such valuable features as spell check/thesaurus, Outlook-style drop down recipient addressing, group addressing capabilities, WinZip compatible file compression, and much more.

"The 21-day demo period for Plus Pack allowed our IT department to evaluate the software prior to purchase," the administrator said. "We evaluated Plus Pack and one other competing product and found that Plus Pack had all the features we were looking for and more, at the same price as the competition. As well, its ease of use was attractive."

Within weeks of the company's OWA rollout, the IT team added Plus Pack to the system. The software easily installed on the company's email server, according to staff personnel, with no subsequent issues reported. In no time, the company's "road warriors" had the key Outlook toolset including a default Outlook toolbar with which to navigate the features.



“Plus Pack made it possible for us to offer a complete web based messaging solution to our workforce, it’s helped us stay on top of our business.”

Company Executive

■ SOLUTION CONT’D

“We were very pleased with the convenience and range of tools Plus Pack offered,” the manager noted. “Plus Pack even adds functionality not found in Outlook such as a thesaurus. Plus Pack is a very robust, cost-effective enhancement.”

■ RESULTS

Despite the slow economy, this leading pharmaceuticals supplier is having a record year, with most recent revenue figures showing a significant increase over the same period a year earlier. The company’s field sales force, in fact, is hard at work keeping up with demand. According to the lead IT executive, Plus Pack has made a real difference in the staff’s productivity and effectiveness.

“We have over two hundred people within our sales and service organization able to use Outlook Web Access and Plus Pack,” he states. “Half of these people are field-based, which means there is an awful lot of messaging going on among these personnel, not to mention back and forth from headquarters.”

The manager went on to say he is convinced Plus Pack has made a difference in the company’s operational efficiency. “Prior to OWA, our people used Outlook exclusively for their messaging,” he adds. “There’s no question that Outlook Web Access was a good step for us, but not if we had to take functionality away from our people in the process.

■ ABOUT MESSAGEWARE

MessageWare is the world’s leading provider of enhancement and security solutions for Microsoft Office Outlook Web Access (OWA). Our award-winning solutions include ActiveSend, AttachView, NavGuard, Plus Pack, SessionGuard, TimeGuard and CalendarShare. These products are also available bundled together in the OWA Suite.

Founded in 1993, MessageWare is a Microsoft Gold Certified Partner and a Global Exchange ISV. Thousands of the world’s most successful organizations use MessageWare’s OWA solutions to enhance and secure their production email environment.

For more information about MessageWare OWA Solutions please contact:

MessageWare Incorporated
Tel. 905-812-0638
Fax: 905-812-0602
www.messageware.com

Microsoft
GOLD CERTIFIED
Partner