



## Application Services Provider Global Micro Partners with MessageWare to Differentiate Hosted Exchange Service



Intelligent Technology

### Global Micro

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South Africa

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### Challenge:

Differentiate Exchange product offering and provide enhanced security solution to protect managed IT service customers who use Outlook Web Access

### Product:

MessageWare OWA Suite for Exchange 2007

### Key Benefits:

- Supplies unique selling features
- Upgrades OWA / Exchange security allowing company-wide deployment
- Prevents confidential files from being accidentally left on public or shared PCs

### SITUATION

Back in 1994, South Africa-based Global Micro saw a future where businesses could concentrate on what they do best and use service companies for the rest. Global Micro's visionary founders knew there would be a compelling value for businesses to contract their IT services, allowing them to recover time and resources and instead focus on growth.

Today, Global Micro is a leader in hosted technology with customers in 38 countries. Its clients are organizations that outsource some, or all, of their IT needs. In industries from logistics to finance, construction to professional services, Global Micro customers recognize the value of access to super-fast network services, Outlook email, internationally-recognized security solutions and line-of-business applications, at a fraction of what it would cost them to deploy in-house.

Because so many of its business customers seek "from anywhere" availability for their Microsoft Outlook email, contacts and appointment calendars, Global Micro offers Outlook Web Access (OWA) as a fundamental service. Several years ago it began looking for a way to differentiate itself from its competition, as well as increase OWA's security and productivity features.

"The adoption of OWA continues to increase," said JJ Milner, Founder and Managing Director of Global Micro. "Not only did we see this as an untapped market from an ASP perspective, but our users wanted more out of the application, particularly in the realm of security."

The market for hosted email services is growing rapidly. While Global Micro offers an outstanding service combining the highest levels of availability and support, they are continuously on the lookout for functionality that will secure and enhance their user's online experience.

### SOLUTION

Global Micro's search for a product that would enhance and secure OWA led them to partner with MessageWare.

"Any other OWA enhancement products we found were simply a subset of what MessageWare's OWA Suite offered," Milner recalled. "Just pieces and parts."

MessageWare OWA Suite for Microsoft Exchange is a complete productivity and security package that combines high-value features like Outlook-style addressing, SharePoint contact lists and roaming personal dictionaries, with other essential tools such as the ability to view multiple calendars side-by-side in order to book meetings and appointments. Perhaps more importantly to Global Micro and its customers, OWA Suite also "shuts the door" on OWA's security issues with innovations like TimeGuard, which prompts users to extend their email session or log off after a pre-set time, and AttachView, which converts attachments to secure Web pages for viewing.



## Case Study

## Enhance and Secure Outlook Web Access

*“The combined Global Micro and MessageWare solution provides our customers with a unique product offering that sets us apart from our competition.”*

*– JJ Milner,  
Founder and  
Managing Director  
of Global Micro*

**For more information  
about MessageWare  
OWA Solutions,  
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The solution was easily installed within hours to their satisfaction and Global Micro’s customers have found it easy to use because of the solution’s familiar desktop Outlook-like interface. MessageWare functionality is a great addition to Global Micro’s webmail solution that is known for its stability and Service Level Agreement (SLA) that ensures guaranteed performance 99% of the time. By partnering with MessageWare, Global Micro has quickly gained a unique product offering that is attractive to the growing number of companies who rely either exclusively or partially on OWA to stay connected, and provides a significant upgrade to what other service providers are offering.

Milner knew the combination of productivity and security would be a win/win for them and their customers. “Working with MessageWare, we were able to license OWA Suite and put it under our SecureWeb Advantage product offering,” Milner stated. “We set about promoting the product to current and prospective users as our proprietary solution for significantly improving the effectiveness of Outlook Web Access.”

### ■ RESULTS

Since 2005, Global Micro has grown its business considerably. While not all of the increase can be attributed to its OWA enhancements, Milner is certain that the security technologies and productivity tools in MessageWare’s OWA Suite has kept—and in some cases help land—customers for Global Micro.

“In the past we’ve lost deals because customers were concerned, for example, that they couldn’t use OWA effectively with a Mac,” he explained. “The features in OWA Suite solve that problem for Mac users as well as on PCs.”

At the time of the original install, Global Micro was using Microsoft Exchange 2003 as its OWA server product. Since then, the company has upgraded the majority of its users to Exchange 2007. Accordingly, the company has migrated to the MessageWare OWA Suite 2009.

“Security continues to be an issue, especially with so many people accessing their personal business information on kiosks and ‘borrowed’ PCs,” said Milner. “MessageWare OWA Suite 2009 also has several productivity improvements, like a calendar print capability that allows people to view and print their daily, weekly and monthly calendars and schedules.” He also noted that this new MessageWare version supports access to non-Internet Explorer browsers like Mozilla Firefox and Google Chrome.

Adding MessageWare products is a win-win proposition for Global Micro and their clients. Clients get the benefits of award winning security and productivity improvements that MessageWare software provides and Global Micro gets a demonstrable competitive advantage over their competition.

“As a managed IT solution provider, it’s critical that we continually set ourselves apart—not only from our competitors, but also from the options companies have to handle their IT needs themselves,” Milner stated. “MessageWare’s technologies are one more way we can take a company’s productivity to a new level. That keeps us in the ball game.”



## Case Study

Enhance and Secure Outlook Web Access

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**For more information about MessageWare OWA Solutions, please contact:**

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## ■ ABOUT MESSAGEWARE

Founded in 1993, MessageWare develops and markets solutions that enhance and secure Outlook Web Access. A trusted Microsoft Gold Certified Partner and a Global Exchange ISV for 15 years, our applications give companies of all sizes the ability to enhance, secure, and customize OWA.

MessageWare solutions give organizations a greater return on their Microsoft Exchange investment through increased employee productivity and reduced support and IT administration costs. MessageWare products are used by over 2,500 enterprises and four million users worldwide, from Fortune 500 companies to small businesses, in every industry including banking, education, financial services, government, healthcare and legal services.