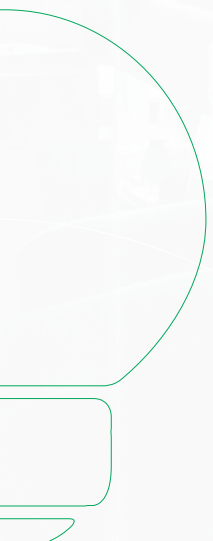


CASE STUDY

FROM ON-PREMISE TO CLOUD EMAIL: **THE TRAINIAC CASE STUDY**



THE CHALLENGE

Established in 2001, Trainiac is the global leader in picture based learning and training products. As a company with local and international customers, the importance of secure and reliable email and IT services are paramount.

Trainiac's IT infrastructure was based on common practice of an on-premise Microsoft Exchange server, file server, and firewall which required regular maintenance. Trainiac employed an external IT administrator but internal resources were still spending unnecessary time getting involved in IT upkeep with email being the least stable element in their environment.

These distractions were further complicated by the fact that, like most modern businesses, Trainiac runs a multi-operating multi-device environment. While administrative staff use, Windows devices, the majority of their employees are Mac users and the prevailing setup didn't compliment the environment.



Upgrading Trainiac's existing email server meant laying out large capital to finance the upgrade. The alternative was to investigate a cloud solution. Trainiac decided to review cloud email service providers with a focus on:

- Stable, secure hassle-free email
- Multi-operating system support (specifically Mac)
- Minimal email administration on internal resources
- Cost savings
- Exceptional support



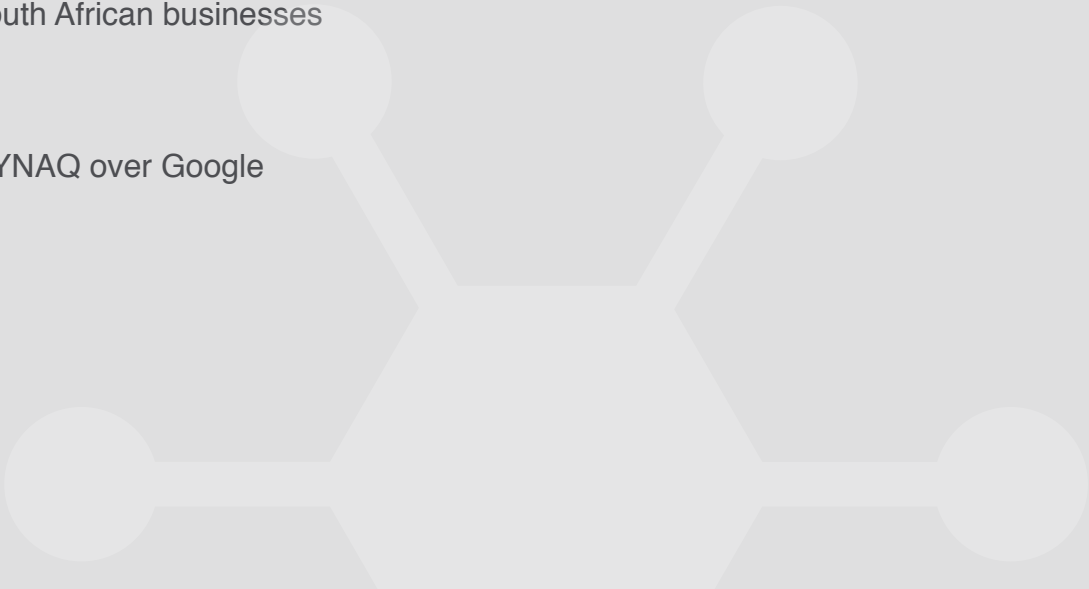
THE SOLUTION



SYNAQ understood the challenges faced by Trainiac and were confident that SYNAQ's Cloud Mail offering was the appropriate solution to meet Trainiac's needs.

SYNAQ Cloud Mail is powered by Zimbra, the undisputed leader in open-source email solutions with over 65 million users worldwide, coupled with SYNAQ's local support, 99.9% uptime guarantees and full exchange-like functionality, SYNAQ Cloud Mail has become the logical choice for South African businesses looking to move to the cloud.

These benefits helped Trainiac choose SYNAQ over Google Apps as their email service provider.



THE RESULT



Trainiac's decision to move from their on-premise MS Exchange infrastructure to the freedom of SYNAQ's Cloud Mail afforded Trainiac easy wins, such as:

Immediate Cost Savings

Trainiac saved approximately R261 000.00. A massive 81% saving over a 3-year period. An upgrade to the Trainiac on-premise email server required an upfront capital outlay of about R324 000.00, but SYNAQ's Cloud Mail solution is based on a per user per month set rate, thus freeing up capital which would have been tied up in hardware.

Additionally, Trainiac was able to reduce their service agreement with their outsourced IT Administrator resulting in further cost savings.

Hassle-free Email



SYNAQ Cloud Mail is locally managed by SYNAQ engineers, guarantees a 99.9% uptime, 100% anti-spam and 100% anti-phishing against South African banks. Freeing up Trainiac from worrying about emails and email administration.

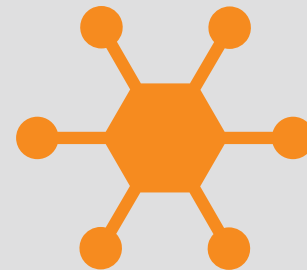
Increased Productivity

Trainiac team members are able to access their email on any device, across any platform wherever they are. **“Our team carry their office in their back pocket and are always connected,” said Rob Dennison “this has increased our productivity as it means that my team can work from any location”.**

Minimal Email Administration

Trainiac is only responsible for end-user administration, such as creating new mailboxes and deleting old mailboxes. This means more time to focus on their business and less time on email.

The additional and unexpected win for Trainiac, was the ability to take advantage of available technology without incurring costs and the full integration across multiple devices.




ABOUT SYNAQ



SYNAQ is a South African email technology company that produces one of the toughest cloud-based messaging infrastructures available today.

Since 2004, SYNAQ's flexible solutions have processed billions of emails while providing adaptive security against South African-centric mail-borne threats in a way international offerings cannot match. Because it resides in the cloud, companies and ISP's can quickly and seamlessly plug into the SYNAQ messaging platform to experience feature-rich messaging, security, archiving, branding and continuity, second to none.



Talk to us to find out more about how SYNAQ can help you expand.

[CONTACT US](#)