

CASE STUDY

CENTURY 21 **CASE STUDY** GOING FOR GROWTH



ABOUT INTERNET SOLUTIONS

Founded in the USA in 1971, Century 21 is a real estate agent franchise company with over 8000 independently owned and operated offices in more than 73 countries and territories worldwide.

Century 21 South Africa brings this franchise opportunity to the local market.

Century 21 makes heavy use of information and web technologies to keep its staff, franchisees, agents and customers connected and informed about sales and referral opportunities available to its global network from anywhere on the planet.



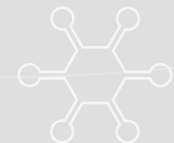
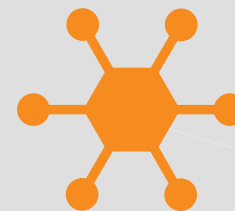
THE PROBLEM

As Century 21 South Africa experienced rapid growth, with new agencies being established across the country, they found their email service unable to support their increasingly complex business structure. The company was also inundated with spam on a daily basis, making electronic communication inefficient and costly, and hampering user productivity.

THE SEARCH

Century 21 needed a cost effective solution that could scale with the company's growth, enabling it to take on new mail accounts dynamically as franchisee agencies came on board. It also wanted to eliminate the substantial hardware and resource investment required to build and maintain its own mail infrastructure.

In addition, Century 21 National Marketing Manager, Andrew Kyriacou, was looking for a technology vendor with whom the company could build a strong working relationship. After meeting SYNAQ representatives, Andrew felt that they would make the ideal partner and settled on their cloud-based email solution for company-wide roll out.



THE SOLUTION



SYNAQ suggested Century 21 use Cloud Mail, their value-added solution built on the Zimbra messaging platform. The system offers advance features in addition to standard email, including multiple calendars and calendar sharing, meetings and events, tasks, contacts and shared address books, social views, 99,9% uptime, 100% virus protection and 10-year unlimited storage archiving.

Cloud Mail met Century 21's needs exactly. Because the entire platform runs in SYNAQ's cloud, the franchisor was able to start using it without the need to invest in infrastructure, software or qualified IT personnel. As new franchises open, the company can sign up its users as and when required, providing them with a mailbox at a fixed monthly fee. If users leave, mailboxes

can be dropped. In this way, the company only invests in active users, foregoing the overhead of owning the system.

In addition to this, Cloud Mail is backed by robust security that provides localised protection against all forms of mail-borne threats found in the South African market. This has helped Century 21 to eliminate their spam problem.

OUTCOMES

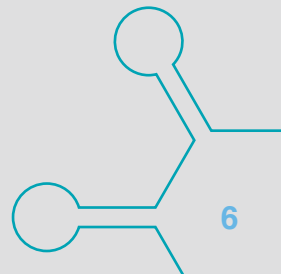
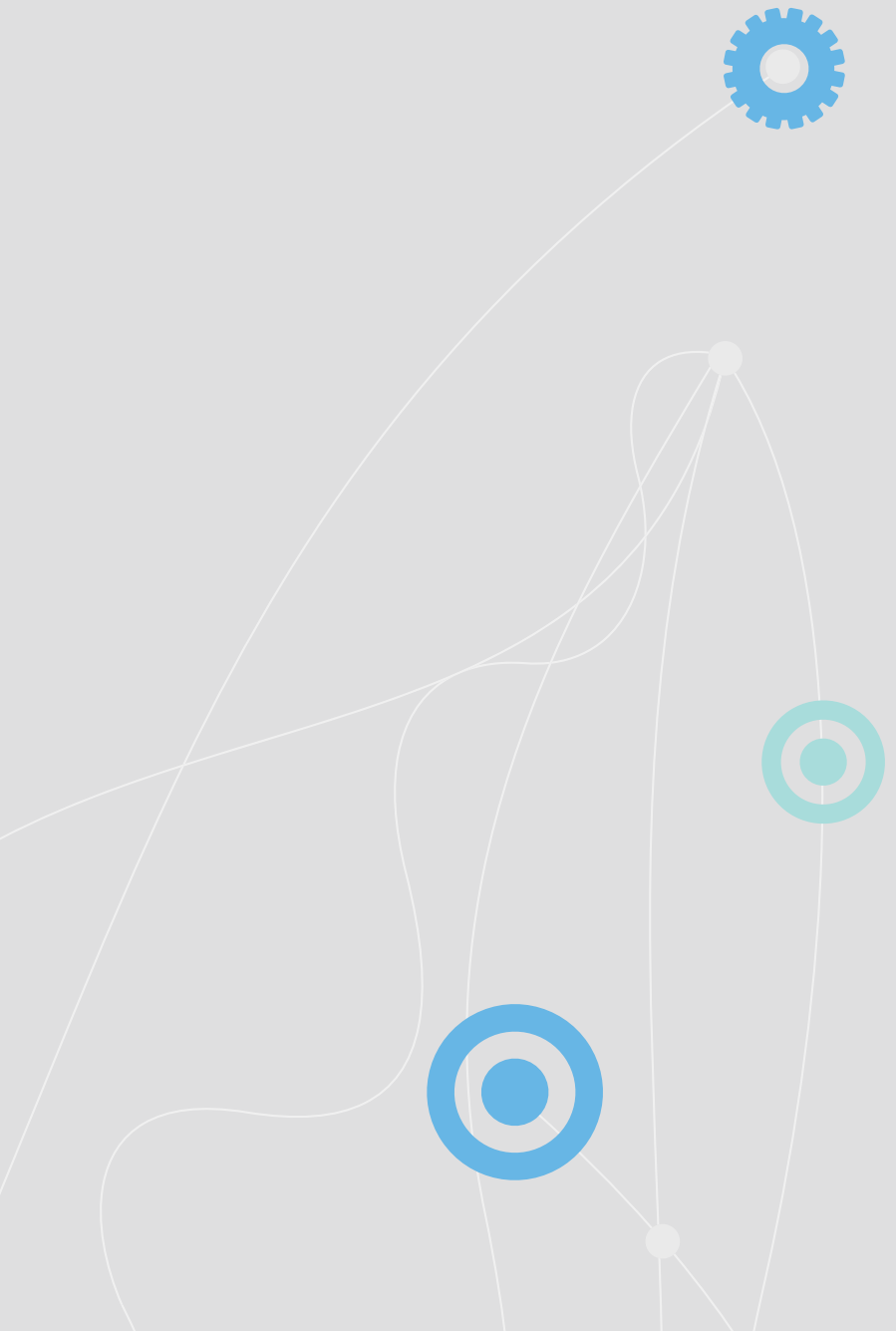
According to Andrew Kyriacoum, the company has received no spam since implementation, giving users time to focus on valid, business-critical communication and service delivery.

SYNAQ's Cloud Mail has provided Century 21 with the flexibility it needs to expand or shrink its mail investment dynamically, which has a positive affect on its operating costs. "In addition," says Kyriacoum, "if we need anything from SYNAQ, they respond to our requests quickly and efficiently."

Furthermore, Century 21 has been exposed to SYNAQ's email branding service, allowing the franchisor to add customised email branding to its marketing arsenal.

CONCLUSION

SYNAQ offers fast-growing companies like Century 21 the ability to scale and grow without the associated upfront CAPEX costs. Allowing Century 21 to focus on growing their business instead of managing email.



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.

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