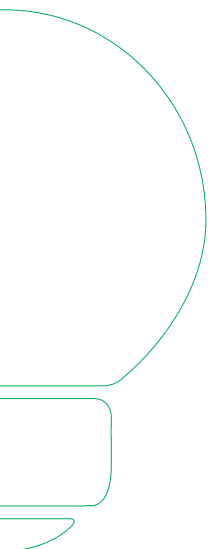


CASE STUDY

EXPONANT SYNAQ SECUREMAIL PREMIUM, STANDARD AND BRANDING



ABOUT EXPONANT

Exponent is an ICT service company that was established in 1998.

It has a focus on providing a wide range of quality information technology solutions and services to augment their clients' internal service delivery capabilities. They act as a systems integrator through partnerships with leading product suppliers.

THE PROBLEM

Exponent was finding that many Microsoft clients wanted to add a multi-layered security solution.

Since O365 is beyond the price range for many, they decided to look for a cost-effective local product to bundle.





THE SEARCH

Exponent set about looking for a unified email management solution that could support productivity and protect email domains from spam, viruses and phishing.

THE SOLUTION

SYNAQ Securemail provides a range of protective mechanisms including user-defined blacklists and whitelists and the ability to quarantine an infected message.

It allows administrators to monitor performance at an operational level and draws data in real time from various sources for unique spam, malware and phishing signatures.





IMPLEMENTATION

Exponent approached SYNAQ and found that it was easy to sign up as a reseller.

They enquired about starting out at a higher discount level since they had a large client base, and found that SYNAQ was easy to do business with and willing to negotiate. The Exponent sales and technical teams attended several initial training sessions and now attend regular refresher courses. SYNAQ also provides unbranded collateral, including brochures, mailers and infographics, which Exponent claims have been very useful.

OUTCOMES

The business has expressed its happiness at offering something proudly South African to clients.

And because of the affordability of SYNAQ's solutions compared with those from international providers, they've been able to gain more market share, particularly in the SME space





CONCLUSION

“Exponent was mainly seeking to partner with a local company for security solutions, but was blown away by the branding tool as well,” says a company representative.

“The pricing from other similar products was not as attractive and the SYNAQ experience from all meetings was very professional, engaging and informative. In addition, SYNAQ were the first ones to bring a business opportunity to us and held our hand throughout the onboarding process. Our channel manager at SYNAQ is in regular communication and I have no doubt that we will grow together into the foreseeable future and resell many of SYNAQ’s dynamic products in the continent.”





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 that international offerings cannot match. Because it resides in the cloud, companies and ISPs can quickly and seamlessly plug into the SYNAQ messaging platform to experience feature-rich messaging, security, archiving, branding and continuity that's second to none.

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

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