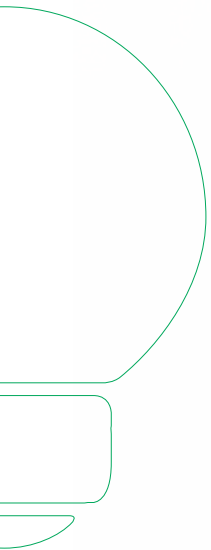




CASE STUDY

MACFARLANES TRUCK & CAR LIMITED **CLOUD MAIL, SECUREMAIL AND BRANDING**



ABOUT MACFARLANES TRUCK & CAR LIMITED

Macfarlanes Truck and Car Ltd is an SME that was established in Lusaka, Zambia, in 2007. The company operates in the automotive industry and specialises in the servicing and repairs of automotive vehicles.

The company also has a niche business unit that specialises in the recovery of heavy-duty equipment, mainly trucks that travel throughout Zambia and beyond its borders.





THE PROBLEM

The company was using Gmail accounts for correspondence with their clients which the owners felt was poorly aligned with their growing professional brand. They particularly wanted to send invoices to clients from email addresses within their domain.

The O365 solution was a bit costly for the company who wanted a holistic solution that encompassed an email branding tool. They needed to get their name out more and Facebook alone was not sufficient.

THE SEARCH

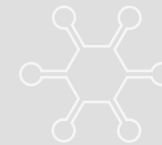
Macfarlanes heard about SYNAQ from their IT solutions company, Technosoft IT Solutions.

After being informed about a great offer at a highly competitive price, the business chose to sign up for a five-year contract to lock it in.

THE SOLUTION

The company received Cloud Mail boxes with Branding and Securemail.

This combination of services affords them a capable, device-agnostic mail platform and keeps the business secure with advanced spam detection, virus protection and Identity Threat Protection (ITP). This is in addition to the email branding functionality.



IMPLEMENTATION

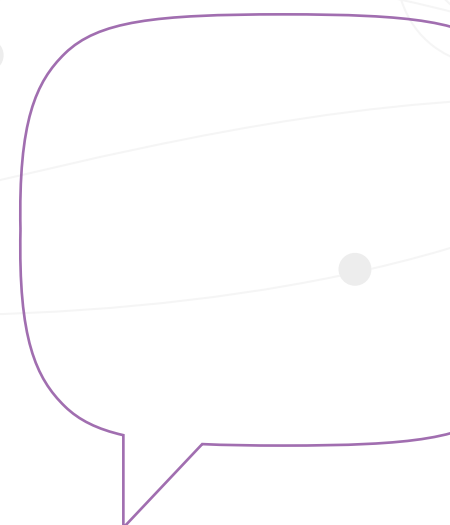
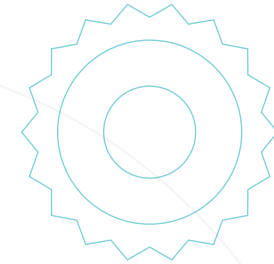
The implementation was very smooth. Macfarlanes had one meeting with Technosoft where the solution was presented to them.

Technosoft then implemented everything for them and invited them to a training session on how to use the mailboxes. Technosoft manages the Securemail aspect since Macfarlanes don't have their own IT manager, and affordable mail and the branding functionality were their main interest.

OUTCOMES

Macfarlanes can now convey a more professional image in their email correspondence, and their clients can see the relevant company details simply by looking at an email signature.

Branding allows them to alternate their banners to advertise the services and repairs section of the business for half the month, and the recovery side for the other half. They also plan to publish any automotive awards they receive in their banners. They especially love being notified about who clicks on their links and which ones have a higher click-through rate.

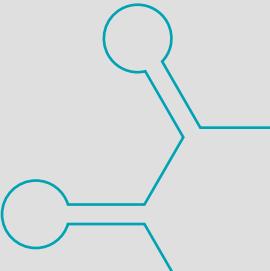




CONCLUSION

“SYNAQ is a great alternative to GSuite and O365,” reports a company representative.

“We like that it is an African solution as we are a proudly African business. The service offers everything we require from email services and branding and the fact that it has in-built security is a great bonus. The Inscribe service is something we may look at in future as it sounds like a good tool to send promotions to our clients during economic downturns.”





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.

[CONTACT US](#)

