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LIBERATING TECHNOLOGY

LAURAS
INTERNATIONAL

Cobweb Solutions smoothes out Lauras International Communication and messaging headaches

LAURAS
INTERNATIONAL

Customer Profile Lauras International

Industry
Professional Services

Number of Employees
25

Services with Cobweb
Hosted Exchange & Hosted SharePoint

Lauras International prides itself on delivering outstanding customer service. By being based in multiple locations around the world from Melbourne and Singapore to Chicago and Mexico, the company has the ability to offer its multi-national clients 24/7 support. However, maintaining 'always-on' communications between staff and clients was proving unreliable using the company's internally-managed email server. This in turn was putting strain on the business in terms of required IT resources.

The pain point
Maintaining 'always-on' communications was putting strain on the business in terms of required IT resources.

Improving business processes

Lauras International, a manufacturing consultancy, operates globally in 7 different regions to deliver solutions that improve business processes and productivity.

By transferring skills and developing internal improvement champions within an organisation, the company is able to equip personnel with the appropriate tools and management processes that enable them to deliver sustainable bottom line increases. Lauras International typically delivers between 20-40% performance improvement, and a ROI of 3-5 times fees within 12 months.

The Challenge

With clients and employees based throughout the world in many different locations, communication is essential to the smooth running of the business. The multi-national, blue-chip firms that Lauras International deals with on a regular basis, expect their suppliers and partners to be as well equipped as they are in terms of IT and email infrastructure.

To maintain credibility, Lauras International had to be able to demonstrate that their technology was as professional as the companies they work with. Using Cobweb's Hosted Exchange email gave them this opportunity. "The companies we work with don't have time or the desire to wait around whilst we try and resolve our own internal IT problems. We were getting to the stage where we were unable to stand up and support our clients with the service level they expected. This was a fundamental issue and was putting an unnecessary strain on our business," said Jeremy Praud, at Lauras International.

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How we solved Lauras International problem
By providing a solution that just works and offering superb support Lauras can focus on what they are good at.

Focus on what you are good at, outsource the rest

At this stage, the company was still relying on POP email delivered through a server that was maintained in-house. This was proving unreliable and was unable to supply the company's employees with the flexibility and features they required to effectively do their job.

"We experienced all sorts of problems when we managed the POP server in-house. We were subjected to a number of virus attacks which would render the service inactive for periods of time. In addition, we could not deliver email to mobiles or send meeting requests – all features that our staff and clients expected, needed and wanted," explained Jeremy Prau

When Jeremy Praud discovered a free hosted email solution from a well-known UK provider, it felt as though all the problems that had been experienced could be solved. The reality was unfortunately very different.

"A free hosted email system seemed like the ideal solution but new problems soon occurred. The administration control panel was impossible to use and when we called support, the agents were based off-shore and were unable to answer our queries. Added to this, the service was unreliable and was frequently going down. It felt as though we were back where we started," said Jeremy Praud.

Despite these failings, Lauras International was totally bought into having a hosted service so was prepared to have one more try, Cobweb Solutions offered the products and level of customer service that could make a significant impact on the company.

It was at this stage that Jeremy Praud came across Cobweb's Hosted Exchange. For a monthly fee, Cobweb offers 99% guaranteed uptime and 24/7 UK-based customer support making it the obvious choice.

"Cobweb seemed to offer everything that our previous system had lacked. For a start, Cobweb is based on Microsoft which meant it matched the software that our clients used. And secondly, Cobweb offers superb support around the clock which was ideal for our disparate workforce. What's more: it just worked! I am happy to pay for a quality service and that is exactly what we receive from Cobweb," said Jeremy Praud.

"The migration was handled smoothly, and supported with simple supporting documentation, and helpful staff – no loss in service was experienced, and email history was maintained – with an immediate and noticeable reduction in spam straightaway."

"One call to Cobweb Solutions and any issues or queries are answered straightaway."

With Cobweb, Lauras International benefits from an easy-to-use control panel, allowing the company to add and remove users quickly and effortlessly, from anywhere in the world. Because the solution is delivered as a hosted service, Cobweb takes care of all virus-checking and automatically backs up all data on its UK-based servers. And when the UK office was equipped with iPhones, the email setup was incredibly easy.

"One call to Cobweb and any issues or queries are answered straightaway. I have absolutely no complaints and wouldn't change the service at all. Our company ethic is very much to focus on what we are good at and outsource the rest. Cobweb proves that this is a very sound philosophy," concluded Jeremy Praud.

With email taken care of, Lauras International is also trying Hosted Microsoft SharePoint from Cobweb to share and collaborate on documents.

This is currently used across Europe, and has become a fundamental part of the business toolkit, allowing simple and easy compliance to legal requirements on information sharing, HR policies, holiday rotas etc, along with a great tool for collaboratively working on documents. They are keen to roll this out globally.

In short...

Hosted Exchange gave Lauras International the peace of mind that their email always works.

Sharepoint allows simple and easy compliance to legal requirements on information sharing.

Migration went smoothly and was supported with simple, clear documentation and helpful staff.

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Cobweb Hosted Exchange

Learn how we can help your organisation grow. Go to cobweb.com/products/hosted-exchange

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