



Printing Company Avoids Costly Email Outage with MessageOne's Emergency Mail System

CC West is one of the largest digital presses in the Southwest U.S. serving an array of Fortune 500 clients including Dell, Wal-Mart, Southwest Airlines and 3M. For CC West, email communication with its clients is critical as most orders and production traffic are sent via email.

Background

CC West understands that every great advertising campaign, package design or presentation starts with a printer that can do the job efficiently and effectively. Email has become the most critical communication mode for companies like CC West. Working with corporate clients that have little time and stringent deadlines requires CC West to respond to every inquiry and job with a promptness that only email can provide.

Email is also a much more efficient means for clients to deliver projects digitally to the printer than the other option of using messenger and overnight services. Promptness, guaranteed delivery and competitive rates are critical to CC West's business; therefore, email is an essential part of their business.

"At CC West, our clients have come to expect quality service, delivered quickly and at a great price," says James Diorio, Vice President of CC West. "If our email goes down, our business virtually stops. Reverting to using the phone just isn't an option."

Situation

With clients spread across the country, CC West is dependent on email to provide timely and effective service to their customers. From daily communications with clients to actual client files submitted for production, email has become the means for CC West to get the job done in a timely and efficient manner.

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**James Diorio, Vice President
CC West**

CC West knows first-hand that interrupted email costs the company their clients' trust and money. After experiencing multiple outages, e-mail continuity became a critical issue for CC West. The company started searching for a product that would guarantee e-mail continuity no matter what the cause of the e-mail system failure. And, as with any intelligent business decision, cost was a determining factor for CC West when comparing the various solutions. MessageOne's EMS proved the right combination of assurance and savings.

“The cost of losing just one order is more than EMS cost our company. It was an easy decision to make,” says Diorio. “EMS is essential for small to mid-sized companies that rely on email for the success of their business and is easy to use and set up.

Solution

CC West didn't have to wait long to appreciate the full capabilities of EMS. Last Spring, the company suffered an overnight power outage and technicians quickly discovered that key email and FTP servers were damaged and unable to be rebooted.

Within minutes of the discovery, Diorio made the decision to activate EMS.

“EMS worked exactly as advertised,” said Diorio. “When we purchased the product, it was because we're committed to providing our customers with the highest levels of service – always being there when they need us. MessageOne's EMS delivered the same level of service to us in our time of need.”

Diorio added, “EMS has more than proven its value. We were initially attracted to its low, insurance-like price as well as its ease of deployment and management. Candidly, we hoped it was a service we would never have to use. Now that we've had to activate it, I'm sincerely glad we had the foresight to install the product as an email safety-net – it truly saved the day and kept our business running.”

Take the Next Step

For CC West, MessageOne's EMS represents the most affordable and effective solution, guaranteeing continuous access to the company's email in the event of a primary messaging system disruption. EMS provides organizations with a highly affordable solution to ensure continuity of email messaging in the event of an emergency or system failure. It's designed to allow organizations to avert costly downtime, productivity and revenue losses while providing an easily managed, automated solution that serves as a life-line in times of system stress and any emergency.

Contact MessageOne

Call 888-367-0777 (512-652-4500) or visit www.messageone.com to request additional information or to schedule a meeting.

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