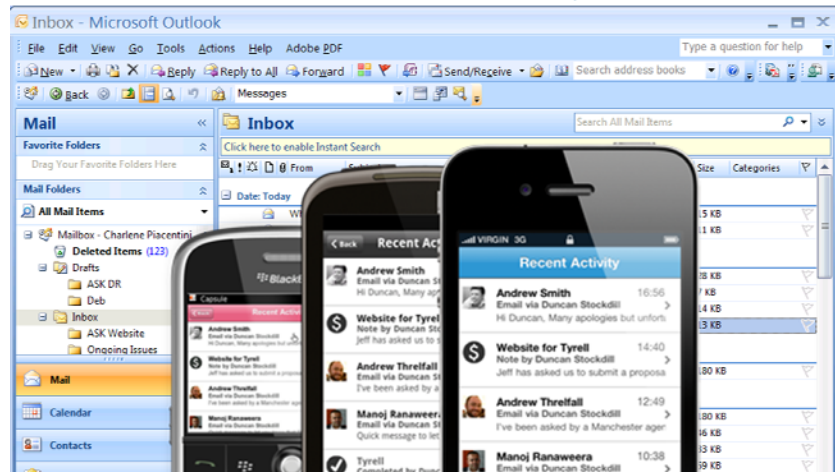# ASK Utopia Hosted Exchange

Client Case Study

Situation:

At **PACOR**, email is a critical communication tool. Like most companies, **PACOR's** email service was reliant on an in-house-based Microsoft 2003 Exchange server running on outdated hardware. Due to the age of the hardware, maintenance cost were expensive and reliability was a major concern. Also of concern was reducing the amount of inbound SPAM without increasing current SPAM pricing.

Upgrading their current system presented several challenges. **PACOR** wanted to avoid the large capital expenditure associated with a new server, Microsoft Exchange 2010 license fees, and the physical migration from Exchange v2003 to Exchange v2007/2010. **PACOR** was also seeking to reduce the ongoing support-time and money involved with maintaining a premise-based Exchange solution.

Solution:

PACOR contacted *ASK* to discuss the various email options, and was presented with the *ASK Utopia Hosted Exchange* solution. While Anna Kazmierczuk, IT Manager at **PACOR**, liked the economics of a Hosted Exchange solution, she had concerns about the reliability, and security level associated with a Hosted solution.

ASK Utopia Hosted Exchange runs on fully redundant, fault tolerant servers housed in a SAS70 designated Data Center and is managed 24x7 by a highly trained and certified staff. From a security perspective, *ASK Utopia Hosted Exchange* service binds a digital certificate to the connection between Outlook and the server that allows a full SSL connection. Postini SPAM filtering is included in the base solution.

PACOR decided to move forward with Hosted Exchange. Anna opted for a phased migration approach to move **PACOR's** 45 users from the premised-based email server to the Hosted email environment. *ASK* developed a customized plan whereby Anna was able to migrate groups of users at a time, rather than all users at once. This eliminated the pressure associated with moving all 45 users at the same time, especially with limited IT staff resources.

CONTACT INFORMATION

+1 (610) 617-0300 Office

+1 (610) 617-0307 Fax

sales@asktech.com

www.asktech.com

ASK technologies, inc.
www.asktech.com

Results:

> *"We have reduced our costs, improved functionality and reliability as well as lowered our overall network resources...."*
>
> Anna Kazmierczuk
> IT Manager
> **PACOR, INC.**

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The result was a smooth migration with no loss of inbound or outbound email during the transition process. **PACOR** has been using the *ASK Utopia Hosted Exchange* service for 6 months. During that time, their email has been consistently available, easy to access, and SPAM free. "*ASK Utopia Hosted Exchange* service allows our entire staff to easily and securely access their Email, Contacts, Calendar and important documents from any computer. Smartphone integration was never so simple for our Windows-based and iPhone users. We have reduced our costs, improved functionality and reliability as well as lowered our overall network resources. We are now considering taking it one step further and moving forward with the *ASK Utopia Hosted Share Point* solution", stated Anna Kazmierczuk, IT Manager at **PACOR**.

"We are seeing a mass exodus of companies migrating from premised-based Exchange servers to Hosted/Cloud based solutions, said Stephen Pirolli, Managing Partner at *ASK TECHNOLOGIES, INC.* "Aside from the dramatic cost savings, **PACOR** now has the ability to access information anytime, anywhere. All data is synchronized regardless of the location or device used", said Pirolli.

"Hosting Exchange with *ASK Utopia* provides the customer with all of the benefits of an enterprise-class system which includes enhanced security, excellent performance, redundancy and data recovery capability. To replicate this infrastructure even on a small scale would be cost-prohibitive for most clients. By hosting with *ASK Utopia* , the client is able to take advantage of all this in addition to the reduced administrative burden when compared to an in-house system," said Eric White, President of **UTOPIA SYSTEMS**.

About **PACOR, INC**.

Founded in 1921 in Philadelphia as an industrial contractor, **PACOR, INC**.. has evolved to become one of the premier fabricators of insulation for OEM and industrial applications in the marketplace today. With fabricating plants in Bordentown, New Jersey, Gastonia, North Carolina and Vidalia, Georgia, we offer virtually every type of fabrication necessary to supply your needs.

About *ASK TECHOLOGIES, INC*.

ASK is a full-service Systems Integration and Application Development company. From complex communications networks and mission critical business applications to efficient e-Commerce Solutions, *ASK* succeeds in satisfying the most demanding customers with state-of-the-art software and professional services.

About **UTOPIA SYSTEMS**

UTOPIA has been providing hosted and cloud-based services for 10 years. They specialize in Microsoft-based solutions such as Exchange, SharePoint, CRM and Managed Services. Offering customers a broad range of services, a reliable infrastructure and excellent customer service is what separates them from other cloud hosting companies.