## Alt-N Technologies Customer Success

# warePortal

## Software Supplier Uses BlackBerry Solution to Help Improve Customer Satisfaction and Employee Collaboration

### WarePortal, Inc.

Established in 2009, WarePortal, Inc. ("WarePortal") supplies software products to Japanese businesses through a reseller channel. The company also provides IT services, such as network configuration, server set up, systems monitoring, and user maintenance and support.

### Key Features

- Enhanced communication

- Increased productivity

- Faster response time leading to competitive advantage

- Secure access to centralized information

### The Challenge

WarePortal® sales teams communicate with resellers via email and need to respond to queries quickly in order to maximize sales.  In the past, communication with resellers could be slow and inefficient. In addition, agents often visit customer locations to deliver product demonstrations without the ability to access customer data that  was stored back at the office. "The inability to access the latest information about customers, competitive price points and other data often made it difficult for the sales team to be at a competitive advantage when pitching solutions and trying to make sales," said Chika Kato, the Chief Executive Officer of WarePortal.

IT maintenance services were managed by phone and through the web. Once the engineering team became aware of an issue, they called the customer and arranged an onsite visit. But, if the engineers were out of the office fulfilling maintenance requests, they were unable to receive direct notification of other problems, which lead to significant delays in response times.

Another problem often arose when sales queries or product concerns escalated. Many times the system did not identify if an issue had already been handled by another employee. As a result, multiple employees would respond without knowing that another employee was already working to resolve the issue. This led to duplication of work and reduced effectiveness in the allocation of resources.

 "As a small business, we needed a reliable and secure solution that would empower our employees to safely share and access customer information on the go," said Kato.

### The Solution

BlackBerry® smartphones, managed by the MDaemon® Messaging Server, BlackBerry® Edition, were distributed to eight WarePortal employees across the sales and engineering teams. This BlackBerry solution, designed to give users continuous access to the Internet, emails, messaging and calendaring, helped employees become as productive in the field as they were in the office. With the MDaemon Messaging Server, the sales team used their BlackBerry smartphones to make new appointments and access customer information before meeting with them.

The MDaemon mail server, with messages and groupware collaboration data stored on the email server, allows the engineering team at WarePortal to consolidate and manage email queries according to expertise. Now the most appropriate member of the team is able to respond while everyone else is alerted that it is being handled.

The MDaemon Messaging Server also provides enhanced security features that protect employee communication and data while mobile. The BlackBerry solution brings together MDaemon's mail server expertise from Alt-N Technologies® and the BlackBerry® Enterprise Server, helping to yield a secure and reliable mobile communications solution for small and mid-sized businesses.

## WarePortal's Benefits

WarePortal has benefitted from the deployment of BlackBerry smartphones integrated with the MDaemon Messaging Server. For example, the previous solution used by WarePortal provided separate solutions for email, content filtering, spam filtering, groupware and archiving. The MDaemon Messaging Server, on the other hand, provides all of these services in one cost-effective and easily-deployable solution. This decreases the likelihood of unanswered problems and helps to eliminate duplicated work.

This easily-accessible email system helps improve the efficiency of employees' response times, regardless of their location. WarePortal is now also able to reallocate resources more effectively because it can detect when a problem has been resolved. In other words, employees are able to spend more time supporting customers who really need it.

"With BlackBerry smartphones and the MDaemon Messaging Server, BlackBerry Edition, sales staff can receive almost real-time schedules and emails without needing to return to the office," said Kato. "This has led to improved communication and coordination between the management, sales, and technical teams. Thanks to easy access to information, our business can be more competitive at all levels, our teams can be more productive, and our customers can be satisfied better."

In addition, the MDaemon Messaging Server provides the enhanced security requirements needed to help ensure that WarePortal employees and customers remain confident that all communication and access to information remain safe and secure.

WarePortal also sees an opportunity to resell this solution as a successful product line that could benefit its customers. "Many distributors in Japan believe the BlackBerry solution can be managed only with traditional email servers," said Kato. "In our view, the MDaemon Messaging Server, BlackBerry Edition, paired with BlackBerry smartphones is the best and most economic solution for small- to medium-sized companies."

*BlackBerry® Edition*