



Ipswitch IMail Server Helps Samsung OpenTide to Launch Its E-business Plan

Case study

Company:
Samsung OpenTide

Industry:
E-business

Business challenge:

The company needed an email solution that could both satisfy their security requirements and deliver a stable, secure, high-quality and low-cost e-business integration service.

Outcome:

Ipswitch IMail Server. The product provides all the functionality needed for an email server, while delivering stability, security, ease of operation and low maintenance costs.

A subsidiary of Samsung, Samsung OpenTide has been providing Chinese, Korean, transnational companies in China and government agencies with e-business services since its foundation in May 2001. Its clients include, among others, the Korean embassy in China, Samsung Digital and Samsung Electronics. Additionally, as a component of the OpenTide global system, which covers Korea, Japan, Singapore and the United States, Samsung OpenTide is able to provide its customers with e-business consultation, solutions and website development and services through its experts around the world.

With the continued development of China's economy and the emergence of the digital era, customers now require that e-business services include high-speed, high-quality and low-cost packages, prompting Samsung OpenTide to convert itself from a traditional 'offline' company into an online business and to incorporate into its business scope "brick to click" service packages, i.e., stable, secure, easy-to-manage and low-cost e-business services.

To address the above demands, Samsung OpenTide, after a thorough competitive comparison and 30-day trial, selected Ipswitch IMail Server for its proven technology, extensibility, high security assurance, ease-of operation and low cost. "We have selected Ipswitch IMail Server based on the needs and requirements of the industry we are in. As a forefront industry, e-business faces strict requirements for reliability, security and operability from customers and service contents. Both e-business service providers and customers are very sensitive about the operability and costs of network products. When selecting network products, this means that Samsung OpenTide has to consider their operability, prices and follow-on maintenance costs," said Shen Hongming, vice manager of Samsung OpenTide Software Development Department.

Samsung OpenTide's selection, Ipswitch IMail Server is able to deliver all the functionality needed for an email server, but also lower management costs and powerful technical support. As the first Windows-based email server application, IMail Server has a long history with over 49 million users in different industries around the world. The biggest difference IMail Server has made for Samsung OpenTide is the fact that it allows fast and easy receipt of email by employees away from their offices or desks, significantly improving their ability to provide customers across China with e-business services, and reducing the operational and HR costs of the company. Based on a web calendar, the product provides each employee with a personal agenda, which is available via a web interface. It allows employees to store their agendas, dates, task lists and data alerts in the same section of the web interface. In addition, an ODBC feature allows incorporation of the external database provided by IMail Server into the customers' own email accounts, POP/IMAP client open standard operability, Multi-Domain support and upgrade function, and a number of other features for the management and control of email and the creation and maintenance of email lists, as well as the email sending rules. IMail Server has built a powerful, easy-to-manage, stable, efficient and low-cost email server for Samsung OpenTide.

"With IMail anti-virus and anti-spam functionality, Ipswitch IMail Server is an excellent anti-spam and anti-virus product," admitted Mr. Shen, "spam mail has become a very serious problem. They often clog our mailboxes and we have to spend a lot of time to clear them out." With IMail Server's anti-spam technology, the problem is effectively addressed. "Since the installation of IMail Server anti-spam mail system, spam has dropped from more than 10 pieces a day to the current level of about 1-2 pieces a week. 90% are eliminated." Anti-virus technical support is another feature of IMail Server. While addressing problems at the

client end, it also reduces the management expenses of Samsung OpenTide. "We like IMail's anti-virus technology. With LiveUpdate™ from Symantec® it allows automatic operation and live updates. Since we had the feature, we have never encountered a single virus problem at our client end."

"After nearly a half year's application, we believe that it was the correct decision to choose Ipswitch products," Mr. Shen said: "Ipswitch IMail Server not only satisfy our requirements in terms of functions and features, but also provide Samsung OpenTide with significant business advantages, primarily in our lower ownership costs and higher customer satisfaction rates. As a result, our business scale has doubled." He believes that Ipswitch IMail Server is capable of satisfying Samsung OpenTide's requirements for sustained and fast development and turn out to be a driving force in the process.