

IMail Server provides RedMoon Broadband with out-of-this-world service at a down-to-earth price

In the world of Internet-based services, RedMoon Broadband is a rapidly emerging entity. Based in Texas, RedMoon Broadband is an Internet Service Provider (ISP) with its sites set on three targets: dish network satellite television, wireless high-speed Internet access for homes, and wireless Internet access for businesses.

Despite such an aggressive business plan, key functions at RedMoon were scattered about with many operations being outsourced, including e-mail.

When Erik Tijburg joined RedMoon in February of 2002 as senior engineer, his mission was to draw these key functions together. "We paid between \$6 and \$7 to service each e-mail account every month, and the cost was adding up fast," said Tijburg. "My job was to wrap my arms around our operations, bring services in-house, and integrate systems," said Tijburg.

Tijburg turned to Ipswitch's IMail Server to help accomplish his con-

Company:	<i>RedMoon Broadband</i>
Industry:	<i>Internet Service Provider</i>
Business challenge:	<i>Consolidate systems in order to save money</i>
Issues:	<i>Bring out-sourced e-mail in-house</i>
Outcome:	<i>Using IMail Server as in-house e-mail server saved \$6-\$7 per account per month</i>

solidation goals. IMail Server is a comprehensive electronic mail solution designed for Windows NT/2000. It meets the ever-increasing Internet and intranet e-mail requirements of small-to-medium sized businesses, ISPs, ASPs, and schools.

RedMoon relies on Ipswitch's IMail Server to support its own internal e-mail operations and to service other ISPs. They also rely on IMail for Web hosting and to host more than 35,000 e-mail accounts.

Tijburg says, "I've been a dedicated IMail user for years, so I knew this software was exactly what we

needed. IMail's a rock solid product with a proven track record."

IMail is an integral part of the RedMoon platform, resulting in immediate, measurable results. According to Tijburg, "Our ROI was really quick. IMail enabled us to bring services in-house and eliminated monthly service fees. It cost us only a very reasonable purchase price for IMail and about eight hours a month of engineering time to administer our thousands of e-mail accounts. While other companies have full time, dedicated mail administrators, we have IMail."

In addition to meeting RedMoon's immediate needs, IMail has paved the way for the road ahead. "I was confident about incorporating IMail and will continue to be as subsequent upgrades become available. It's scalable and is able to grow with my business needs. Whenever Ipswitch makes updates to IMail, their improvements are significant without sacrificing core functionality," said Tijburg. "I see IMail continuing to be a part of the RedMoon horizon for the foreseeable future."

