



(Why) Choosing a Premium
Messaging Solution is
a Smart Business Decision

Gibtelecom



CASE STUDY

Gibtelecom Adds Email Premiumness to Their Revenue Increase Strategy

ORGANIZATION PROFILE: SERVICE PROVIDER / TELCO



BASED IN
GIBRALTAR

200+
EMPLOYEES

AXIGEN MESSAGING
PRODUCTS & SERVICES



Gibtelecom is the leading mobile, broadband, and fixed communications services company in Gibraltar. Through its extensive communications networks, Gibtelecom provides a wide range of voice and data services (including mobile) to the local Gibraltar market. They also supply business enterprise products to a number of the world's top e-gaming businesses, as well as to the financial services, shipping and tourist industries based on 'the Rock'.

THE SITUATION

Gibtelecom were managing a complex and aging email platform using Proofpoint's Sendmail solution. Gibtelecom was in the position to look at a replacement solution due to costs of maintaining the existing solution, lack of required functionality since the original solution was deployed, and a desire to generate new business.



CHALLENGE

- Replace outdated and end of life Sendmail based mail server platform
- Hardware infrastructure concerns

THE SOLUTION

- Axigen Mail Server, Calendaring & Collaboration for Service Providers
- Premium Customer Support

THE BENEFITS

- Increased flexibility and scalability allow easy expansion of the platform as required
- Optimized hardware resource with a fully virtual deployment
- Ability to better protect customers and email platform reputation
- New business package using Axigen Premium features and functionality

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THE EVALUATION PROCESS

The Axigen email platform was chosen as the result of an extensive evaluation process involving the major mail server solutions targeting the service provider industry. Below are key benefits / features that Axigen provided to Gibtelecom.



AXIGEN PREMIUM FEATURES

Gibtelecom found Axigen's premium features would provide them with a competitive advantage and open up new business opportunity, focused on a premium email offering. SMB & SME customers can greatly benefit from groupware and the communication mobility on offer.



LICENSE FLEXIBILITY BRINGS COST EFFICIENCY

There are a series of real benefits for end users when using the Axigen license. The selective activation options (available in the premium email features) for Axigen Premium Users offer high flexibility and optimization ground for your services costs.

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THE SECURITY FACTOR



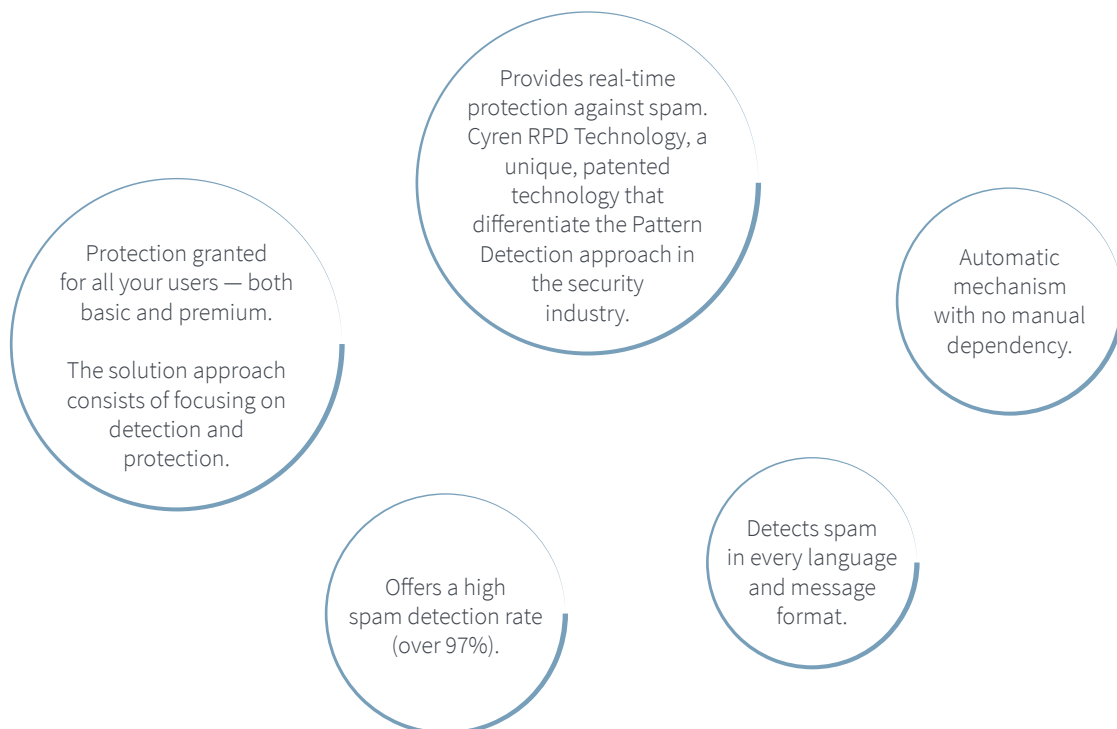
For a service provider the AntiVirus and AntiSpam gateway solution is considered a mission critical feature.

ALEX BREEDON | IT MANAGER | GIBTELECOM

AXIGEN ANTIVIRUS AND ANTISPAM

When it comes to security, we put tremendous attention into making sure our customers benefit from the best tools. Therefore, we've added the Cyren AntiVirus & AntiSpam premium security layer to our security solutions portfolio.

The AntiVirus and AntiSpam solution powered by Cyren is very competitively priced, and provides premium content filtering with a unique approach over email security. It offers the following benefits:



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THE TECHNICAL CAPABILITIES

We took the following criteria into consideration when evaluating mail server solutions: ease of installation, mail filtering flexibility, migration tools, provisioning and configuration capabilities.

During our evaluation process we found very few solutions truly suitable for a service provider.

THE AUTO-MIGRATION

Given the complexity and risk of a migration between email platforms, the Axigen auto-migration functionality was critical. Axigen's project management and technical support was fantastic throughout the process, allowing us to migrate to the new platform with minimal disruption to our customers.

ALEX BREEDON | IT MANAGER | GIBTELECOM

FOCUS ON SERVICE PROVIDERS

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The dynamic of the market demands that the economic environment impels service providers to choose flexible and scalable technology that allows a real adaptation of their products and services to the new needs of the market.

Our service provider customers are able to capitalize on the real added value that Axigen can offer by increasing customer satisfaction, offering a premium email service, calendaring, and collaboration solution to your customers.

Our focus stays on the service provider's real needs and challenges, and our product development offers benefits meant to be used as business development opportunities.



BOGDAN MOLDOVAN

CEO, Axigen Messaging



Messaging Solutions

CASE

STUDIES

MESSAGING SOLUTIONS FOR SERVICE PROVIDERS

Lattelecom Chooses Axigen Product & Services to Meet New Business Requirements

<https://www.axigen.com/go/case-study-axigen-lattelecom>



Axigen Brings the Premium Differentiators for JM-DATA Internet Packages

<https://www.axigen.com/go/case-study-axigen-jmdata>



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<https://www.axigen.com/go/case-study-axigen-gibtelecom>



MESSAGING SOLUTIONS FOR THE SHIPPING INDUSTRY

The Axigen Online-Offline Aggregated, Collaborative, and Coordinated Email Server Solution for Vroom

<https://www.axigen.com/go/case-study-axigen-vroom>

