



Case Study

Axigen Brings the Premium Differentiators
for JM-DATA Internet Packages

— WHEN THE ISP IS INTERESTED IN ITS CUSTOMERS' UX —



CASE STUDY

Axigen Brings the Premium Differentiators for JM-DATA Internet Packages

ORGANIZATION PROFILE: SERVICE PROVIDER / TELCO



GLOBAL EXPOSURE Projects implemented in over 10 countries

18 YEARS of continuous business growth

HA INFRASTRUCTURE in Austria, Germany, and Greece

AXIGEN MESSAGING Products and Services



In 1998, Jürgen Meixner founded JM-DATA in Austria. A 17-year business development journey brought JM-Data to being a professional technical services company with global exposure, being represented in over 10 countries.

Main services delivered by JM-DATA: more than ten years experience in consulting and planning services for Internet Service Providers and Cable Operators; 24x7 support services in the IT field; plus a series of products dedicated to Internet Service Providers.

In 2013, JM-Data, as an Internet Service Provider had to face its transformation as a company consequently to business development. Such a business situation for a company represents both an opportunity and challenge since it has to rethink all its strategy and make the right decision in order to ensure its further development.

For JM-Data, this was subject to evaluate the customer experience and identify ways to improve quality of the services provided, thus securing the business continuity.

CHALLENGES

Choosing the mail server platform with the right flexibility and scalability so it will allow and sustain business expansion.

Identifying the mail server solution that can truly bring added value to SMEs and make a difference for the end-user experience.

VALUE ADDED

Enhanced customer satisfaction

Capacity to evolve with the company

Premium add-ons to sustain the premiumness of the ISP commercial packages in the market



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THE NEED FOR A PREMIUM SOLUTION

As JM-DATA grew rapidly, the need of offering services packages differentiators became imperious. When reviewing the Axigen solution, JM-DATA made a conscious decision in adding the Personal Organizer and Groupware components in order to ensure a premium positioning of its services.

Personal Organizer is an Axigen add-on that grants Premium users access to Calendar, Tasks, and Notes from the Axigen WebMail interface and desktop email clients. Access to Address Book (personal, public, and domain contacts) and Outlook Connector (providing native communication between Axigen and Microsoft Outlook) are other features Personal Organizer offers.

Groupware is the collaborative component that enables sharing email folders, contacts, appointments, and tasks.

It also allows a user to send emails on another user's behalf and enables checking a user's availability before sending a meeting request.

THE PREMIUM WEBMAIL EXPERIENCE

The Axigen solution incorporates a Branding Module that helps Axigen clients customize their WebMail appearance by modifying pictures and content: adding and replacing the Axigen logo with their own and personalize texts. It provides amazing familiarity for the end user by embodying the looks and feel of their own company. JM-Data, though, chose to use Axigen WebMail leaving it unaltered. That proved to be a brand capitalization opportunity, Axigen being a well-thought-of solution.

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We were searching for a scalable solution which would also be easy to administrate but, above all, to offer best end-user experience to our customers.

We found Axigen Mail Server, Calendaring & Collaboration. We like the product as we are actively using it and enjoy the technical benefits along with the amazing interface.

Our declared focus and commitment is to provide real value to our customers. We analyzed the needs and challenges of SPs and one of the most important was the need of differentiators for their commercial packages within their target market. We invested tremendously in end-user experience so we are happy to see that we do make a difference both for our customers and our customers' customers.



JÜRGEN MEIXNER
JM-DATA Group CEO



BOGDAN MOLDOVAN
Axigen Head of Sales & Professional Services





Messaging Solutions

C A S E

S T U D I E S

MESSAGING SOLUTIONS FOR SERVICE PROVIDERS

Lattelecom Chooses Axigen Product &
Services to Meet New Business Requirements

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



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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>

