

## Overview:

### Customer profile

Line4 Communications is Atlantic Canada's leader in hosted communication solutions for business. They also have an international branch in Manila, Philippines.

### Business Situation

Line4 took note that email was a mission critical need expressed by many of their customers. They began investigating Hosted Exchange and realized that they wanted to have a share of this huge projected market of 25 million seats and growing by 4 million each year. Looking at the large costs to build the environment themselves, they soon realized that the ROI wouldn't make sense.

### Solution

The partnership between ThinOffice and Line4 means the real winners are Line4's customers, as it allows them to focus on their business and outsource to the experts.

- Integrated Hosted Exchange, Mobility and Hygiene tool sets
- Brandable interfaces
- On demand access
- Superior service and support

### Benefits

- ROI - no setup costs with a margin between 35-45%.
- Allows Line4 to offer unparalleled service and infrastructure.
- Ease of integration and quick setup under the Line4 brand and product service.
- Travelers who rely heavily on their email through mobility device are available to them around the globe.

## ThinOffice Heralds The Success Of Their Reseller Line4 Communications

The world of communications has become so complex that many small to medium size businesses can't go it alone. To be successful, they find an expert to help them with their communications needs, companies like Line4 Communications.

Similarly, when Line4 Communications, Atlantic Canada's leader in hosted communication solutions for business, was thinking of adding Hosted Exchange to their product lines, they turned to Canada's Premier White Label provider – it just made good business sense.

### The Situation

Line4's customers were always asking for email services, said Michael Reeves, VP and General Manager of Line4 Communications. In fact, "almost every time we were talking to customers, they were asking for it," said Reeves.

In order to offer fully integrated messaging services, Reeves knew Line4 had some choices to make. His first move was to call Microsoft and inquire about purchasing and supporting a Microsoft Exchange environment.

During that first phone call, Reeves was put onto ThinOffice. "I was told about a Microsoft partner who offered what I was looking for, and could do it sooner and for a lot less money than if we did it ourselves," said Reeves. "I called the ThinOffice people right after I hung up with the Microsoft people and within two hours they were doing a presentation online."

Line4 was also interested in tapping into the huge Hosted Exchange market projected at 25 million seats and growing by 4 million seats each year. Providing Hosted Exchange and advanced services such as Blackberry integration made a whole lot of sense.

"Our inexperience in managing a Microsoft Exchange environment meant we would have had to hire an expensive resource to handle the technology. That's on top of having to buy hardware, connectivity and network equipment," said Reeves. Just to get things started would have cost Line4 between \$75,000 and \$80,000 on equipment alone. The return on investment wouldn't have made sense. And that's before installation, configuration and figuring out all of the intricacies of an enterprise grade, multi-tenanted messaging environment. And there would be the need to think about management tools to tie the environment together and create automated provisioning tools.

*"When I saw how closely our visions were aligned and understood the economics, this partnership made sense. After I experienced the service, I knew that we'd made a good decision."*

*- Michael Mailman, Principal  
Armshore Investments*

"It would have been more onerous than made sense for us," Reeves said. "Going with ThinOffice meant predictable costs, no investment in any infrastructure, and a fast track to its market." Reeves added that it only took a few days speaking with the people at ThinOffice to make a decision: "This makes sense, let's do it."

From a philosophical perspective, there was a great fit. Line4's corporate mantra of "focusing internal resources on core competencies and entrusting your mission critical telephony needs to us, the professionals. We offer SLA backed hosting services around Interactive Voice Response, ACD and VOIP. When we heard our same sentiments echoing back, it showed how closely the organizations were aligned."

Reeves added that the promise of no setup costs and a margin of between 35-45%, was "as advertised."

### **The Solution**

Once the decision was made to form a partnership with ThinOffice, the process went quickly and smoothly. Learning about the web-based management tool took about an hour and was "very intuitive and easy to use. All-in-all, we were up and running in about 12 to 14 hours," commented Reeves.

Line4 staff found the system easy to use - so easy in fact, that Reeves, who normally spends his time running the business, was easily able to offer assistance when his technical manager was away. "I was able to step in and get a customer up and live. Whenever there has been a question, the ThinOffice technical support staff has been available. We always get someone live who is very well versed and helpful when it comes to resolving issues."

In the end, the partnership between ThinOffice and Line4 means the real winners are Line4 customers, because it allows Line4 to focus on its core competencies - much the same principle behind Line4's services allowing its customers to focus on their businesses and outsourcing to the experts.

### **The Benefits**

Currently, Line4 manages 12 end companies on the ThinOffice platform, all of whom are pleased with the service. As a Premier partner, Line4 also benefits from referrals. ThinOffice works very closely with their Premier partners and passes along contacts that are looking for Hosted Exchange. "Everyone they've passed our way has signed up with us," said Reeves.

One of Line4's customers and as well an important business partner, is Armshore Investments, a private merchant bank that operates in a mission critical messaging environment where communications are vital to their business -- especially email communication. Missing a

## For More Information

For more information about ThinOffice services, email [info@thinoffice.com](mailto:info@thinoffice.com) or contact a sales representative at 1-800-663-6245. You can also visit the ThinOffice website at [www.thinoffice.com](http://www.thinoffice.com).

For more information about Line4 Communication products and services, contact Michael Reeves at 1-902-431-0004 or email [mreeves@line4com.com](mailto:mreeves@line4com.com). You can also visit the Line4 Communications website at [www.line4com.com](http://www.line4com.com).

document could mean losing out on a deal. With global operations and a need to maintain relationships with key business contacts, Armshore Investments is a demanding email customer. This is also a relationship which is very important to Line4 because Armshore is also an investor in Line4 Communications.

Michael Mailman, principal at Armshore Investments, is a user and a frequent traveler who relies heavily on his email through a mobility device available to him around the globe. Whether in North America, the Philippines or India, Mailman requires the full collaborative Exchange experience at his fingertips.

Line4, with the ThinOffice platform, "is able to keep me connected, no matter where I am in the world...and I have never been let down," said Mailman.

As a financial stakeholder, Mailman is also interested in staying focused on core strengths and building the right kind of partnerships. "When I saw how closely our visions were aligned and understood the economics, this partnership made sense. After I experienced the service, I knew that we'd made a good decision."

Both Reeves and Mailman agree the relationship is working well. Dealing with the premier Canadian White Label Hosted Exchange provider has allowed them to do what they are known for -- offering unparalleled service and infrastructure; a dynamic that has ensured Line4's business success.

"It's been very good for us," said Reeves. "I don't have to worry or think about our hosted email and Blackberry offering. It's just there, it works. If we have a customer who wants it, we just get them up and running ... its part of our business now and it just ticks along."

### ThinOffice Products and Services

- **Hosted Exchange Service Packages: choice of levels of service and pricing to offer customers**
- **Fully brandable, automated provisioning and customer management tools**
- **Partnership options: Basic or Premier Program**
- **Referral Program**
- **Volume Discount Opportunities**

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