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--Angela Domansky-Desserre, Vice-President, Direct IT, TBayTel*

ThinOffice and TBayTel: The way a long-distance relationship should work

When Northern Ontario's communications leader wanted to offer a hosted messaging platform, it called on Canada's leading white-label solution-provider: ThinOffice, powered by Ceryx.

The Challenge

Thunder Bay Tel is the number one Communications Solutions provider in Northern Ontario. It is the largest independently owned telecommunications company in North America, and has been in business for more than a century, offering a full suite of services to both business and consumer customers.

TBayTel knows its market—and its clients—better than anyone. So when TBayTel decided they would enter the arena of hosted messaging solutions, they looked at ways to provide that service to existing and new clients in an efficient and cost-effective way, while maintaining their presence as the number one telecommunications brand in the region.

"It was complementary to our primary services as a telecommunications provider, including mobility, to provide a hosted messaging platform to our small- and medium-business clients", says Angela Domansky-Desserre, TBayTel's Vice-President of Direct IT services. "But it was costly to set up the infrastructure, pay for, and administer a hosted service in-house," she adds.

TBayTel's potential clients for the service range from several-hundred-employee businesses to real estate agents. So TBayTel needed to be able to offer a hosted messaging solution that would meet the needs of all customers, in an easy-to-manage package: with Hosted Microsoft Exchange, security and spam protection, as well as support for BlackBerry and Windows Mobile devices. In addition, TBayTel needed the package to carry the trusted TBayTel brand.

"The web-based management portal is intuitive, clear, and easy to learn."



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Domansky-Desserre spoke to her representative at Microsoft, who recommended ThinOffice, the leading Canadian white-label solution provider.

The Response

"ThinOffice provided TBayTel with a turnkey solution," says Joe Damiani, Director of Partner Relations for ThinOffice. "We formed a partnership, and gave TBayTel the tools and infrastructure to begin offering a branded hosted exchange, seamlessly and immediately behind the scenes."

Behind the scenes is Ceryx: the industry-leading hosted-messaging experts. ThinOffice can offer its clients a carrier-grade, highly available infrastructure backed by SLA and solidified by the experience Ceryx has gained from working with thousands of customers. Moreover, it provides a TBayTel-branded, proprietary customer care portal that allows TBayTel's customers to add users, manage their spam quarantine, and activate mobile devices or even SharePoint—all from one intuitive control panel.

As important, ThinOffice provides the training to ensure that TBayTel's customer service and sales representatives can speak knowledgeably about their hosted products, to ensure a seamless experience for their clients. "TBayTel is managing the entire customer experience, and we make sure they have the tools and training they need to be a success," Damiani says.

In partnership with ThinOffice, TBayTel is able to provide the service for much less than what it would have cost in-house, and without the ongoing expense of hardware upgrades, software and security patches, technical training and other variables. These savings boost TBayTel's rate of return, while allowing it maintaining its superb customer relations.

Establishing the service and migrating clients to the ThinOffice platform has gone smoothly and seamlessly, states Domansky-Desserre.



For more information about ThinOffice and its products, e-mail sales@thinoffice.com, visit www.thinoffice.com or contact a sales representative by calling toll free: 1-800-663-6245, ext.116.

For more information about TBayTel Direct IT, visit www.tbaytel.net, send an e-mail to angela@tbaytel-direct.com or call, toll free, 1-866-999-0626.

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Most important, TBayTel has successfully introduced hosted messaging to its clients—large and small. In particular, Domansky-Desserre points out that among TBayTel's hosted messaging clients are 25 real estate brokers and agents. "These real-estate professionals live on their BlackBerry devices and mobile phones," she says. So when TBayTel was able to move them from basic e-mail to a Hosted Exchange wirelessly linked to their Blackberry, "their ability to generate revenue increased dramatically."

The Win

Not only has ThinOffice helped TBayTel maintain and expand its market-leading brand, it has also helped TBayTel attract new business. "We work closely with our partners to help them secure key deals — and we support our partners by passing on quality leads from companies attracted to the Ceryx brand," Damiani explains.

Through its partnership with ThinOffice, TBayTel has been able to capture a complete client experience: As the leading telecommunications provider in Northern Ontario, TBayTel has been able to extend the reach of its trusted, well-established brand with innovative messaging solutions that allow it — and, more important, its customers — to keep pace with a rapidly evolving business communications environment.

TBayTel can now offer these solutions to clients based within their region. In an area as geographically wide and diverse as Northwestern Ontario, this is of critical importance. Working behind the scenes, ThinOffice allows TBayTel to focus on what it knows better than anyone else: its clients. "There's a relationship there that nobody can touch," Damiani says.

Domansky-Desserre agrees. "It's very important to us to keep that direct link. The word 'local' is very important to our customers."