TIMELY COMMUNICATION KEY TO SUCCESS IN SYDNEY'S ENTERTAINMENT HUB

Founded in 2000, today The Keystone Group (www.thekeystonegroup.com.au) is a hospitality leader covering all the hotspots in Sydney. Today, it is recognised for its knack in understanding the way Sydney wants to eat, drink and experience entertainment. The Keystone Group's 16 diverse venues include iconic bars like Kit & Kaboodle, Sugarmill, Cargo Bar and dining venues such as Rushcutters, Gazebo and The Rook.

"Nine years ago, there were only three venues and I was providing support basically on an as-needed, reactive basis," said Bill Greville, Co-Director of Jim's Computer Services in Sydney who has been the trusted technology advisor for The Keystone Group since 2005. "Back then, there were about 20 staff using POP3 email off the back of different ISPs."

A COMPANY ON THE MOVE

Fast forward to 2013 and there are 180 staff members using email, Microsoft Productivity Suites and bespoke hospitality software. There was a growing number of file servers and integrated virtual LANs required for communication between head office and the increasing number of venue sites. Email had become the communication medium of choice for the venue managers and Group Operations.

Thus, a managed Microsoft Exchange provider was sought to integrate the many domains relating to their businesses, providing security and redundancy to the Group and to provide greater flexibility to the users. Greville found the incumbent solution did not match any of the imperatives of Keystone or their identified objectives.

Running managed IT services for Keystone, Greville required a provider to deliver an all encompassing solution that integrated email virus scanning, web content filtering, spam-filtering, redundancy and automated archiving and ensured the secure transmission of all Keystone emails across their multiple domains. "All from a single pane of glass," he said.

LOCAL FLAVOUR, LOCAL SUPPORT

Greville chose to partner with Manage Protect (www.manageprotect.com) and implement MPexchange based on Microsoft Hosted Exchange. "Because the solution is delivered in a Software-as-a-Service [SaaS] environment, Manage Protect's offering is serving both the needs and constraints of small business," said Greville. ▶

INDUSTRY: Hospitality

CHALLENGE: Increasing communication flexibility and platforms, ensuring scalability and accessibility while maintaining costs

SOLUTION: Manage Protect SaaS Microsoft Exchange - MPexchange and MPmail

MANAGE PROTECT PARTNER: Jim's Computer Service, Sydney Region

> Great communication and collaboration tools are vital for us to manage our businesses in diverse locations within the CBD. The MPexchange offering allows us to take advantage of world-class communication and collaboration without breaking the bank. This model eliminates the typical IT hassles small businesses like ours face in developing and maintaining in-house business class email solutions.

TIM FITZGERALD
The Keystone Group Operations Manager

MPEXCHANGE
MPMAIL

KEY STONE

He explained that MPexchange is a cost-effective and reliable business-grade communication service for his client Keystone encompassing email, calendaring, contact and task management, as well as anti-spam and anti-virus security protection with anywhere access, "without the typical upfront hardware investments or maintenance costs".

"Implementation was a breeze, with Manage Protect managing staged migrations of mailbox data from Keystone's incumbent provider during the 2 weeks leading up to the cut-over which took less than two hours - between 6.00 to 8.00 pm - one evening. It went without a hitch. We were helped throughout the exercise with such critical aspects as the timely DNS updates of each domain so configuring mail clients for each user was as simple as entering their email address and password," said Greville.

Greville emphasises the importance of the local support. He is reassured that if there is a need to submit a support ticket, it is addressed within a few hours by a local support person. "You just don't get that level of support today. It's gold!," Bill concluded, "You just don't...it's gold!"

The MPexchange service keeps track of everything; continually coordinating, updating and synchronising all of the information. Additionally, the organisation's network now offers greater speed and capacity.

ACCESS ANYWHERE, SECURITY, VALUE

The Keystone Group executives were impressed with the ease in which MPexchange seamlessly integrates across disparate platforms such as company provided PCs, MACs, iPads and smart phones as well as staff owned smart phones (both Android and iPhone) and tablets. An important feature of the MPexchange service is when a staff member leaves and has not deleted his or her login on their own device, Greville is able to delete it remotely.

The Keystone Group Operations Manager, Tim Fitzgerald, said, "Great communication and collaboration tools are vital for us to manage our businesses in diverse locations within the CBD. The MPexchange offering allows us to take advantage of world-class communication and collaboration without breaking the bank. This SaaS model allows us to eliminate the typical IT hassles small businesses like ours face in developing and maintaining in-house business class email solutions."

Fitzgerald added that the MPexchange service is ideal for his organisation as it continues to grow. "Today we have 180 users, by the end of the year we may have 200 and all we need to do with each new staff member is provide them with an email address. We don't need to increase server capacity or buy new software. It simply grows with us. It's painless and it's powerful." ●

MPEXCHANGE SERVICE FEATURES

- Microsoft Exchange 2010 in a fully hosted environment
- Outlook and web email
- Manage multiple email accounts using any Internet-enabled device
- Collaborative file sharing
- Contact management and task tracking
- Accessible individual and group calendars
- Integrated disaster recovery
- Automatically updated virus and spam protection
- MPmail and MParchive services are included when you purchase MPexchange

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> **BILL GREVILLE**
> Co-Director, Jim's Computer Services, Sydney