



# Denmark's Largest Directory Search Portal Finds Mail2World

"Delivering a local, feature-rich Webmail service is essential to many of our loyal users, and that's exactly what we're now able to provide them, thanks to Mail2World."

—Janich Rasmussen, Webmaster for Sol.dk

CASE STUDY : SERVICE PROVIDER



## Background

With more than 500,000 unique visitors every month, Eniro's Sol.dk (Scandinavia Online) is a leading directory search portal for the Nordic media market with a broad offering of subject areas and search services that includes free email and community services. Sol.dk makes it easy for users to find people, businesses and products by providing them with quick access to directories, directory assistance and other Internet and mobile services. In 2001, the portal's Yellow Pages were recognized as Sweden's best utility site by the magazine Internet World.

Media giant Eniro (ENRO) acquired the Sol.dk portal in 2001. Based in Stockholm, Sweden, Eniro's operations are conducted in the countries where Eniro has local offices: Sweden, Norway, Finland, Denmark and Poland. Every year, Eniro generates over four billion online searches and over four million searches in the printed directories the company produces.

## Business Need

Since 2001, Sol.dk had offered its users a free email service provided by a Nordic strategic partner. "Users made it clear that email is very important to them, so they wanted it from a trusted local Internet brand," explains Janich Rasmussen, Webmaster for Sol.dk. The old technology satisfied users until recently, added Rasmussen. "Our previous provider was no longer maintaining the application to keep up with the fast-moving Internet industry. Users were plagued with error messages, the system was missing some critical features and response time from the provider's support team was very slow. In the end, the old email system proved too time consuming and expensive to maintain."

Eniro and Sol.dk decision-makers concluded the portal needed a reliable new email service their customers could trust and that also offers state-of-the-art features. Since Sol.dk provides free Webmail to its users, Rasmussen and his team created a list of criteria that they felt was imperative in the search for a new provider; a rich feature set with a roadmap for future development, customized interface design to instill users' trust in the new service and overall cost.

### ENIRO AT A GLANCE

Number of employees	4,650
SOL.dk portal users	500,000
Finland portal users	300,000
Sweden portal users	200,000
Six other portals	200,000

### BUSINESS NEED

Provide loyal users with a reliable, feature-rich email system in the local language and with a custom interface design.

### SOLUTION

- M2W Messaging for Service Providers
- > 5GB Webmail
- > POP3, IMAP4, SMTP, Mobile Mail Access
- > Integrated Anti-virus and Spam Protection
- > Online Administrative Panel
- > 24/7/365 Customer Care

### BOTTOM LINE

Mail2World provides cost savings through state-of-the-art, custom Webmail.





## Mail2World Solution

After exploring several offerings in the Webmail market, Sol.dk ultimately selected Mail2World. "We considered Mail2World's service to be an excellent value at an affordable price, and they satisfied our specific needs," Rasmussen declared. "We also believed Mail2World's specialized focus on email could provide us a better service than a company offering a huge product portfolio."

Sol.dk planned a phased launch of the new service with email as the first priority, followed by successive launches of the custom-designed Calendar application in the local language six months later, then Contacts 2.0, and finally, Backpack (a convenient online file cabinet). "A smooth transition from our old mail system to Mail2World's email service was extremely important to Eniro management," explains Rasmussen. "Delaying the launch of advanced features like Calendar and Backpack was a strategic decision that gave us plenty of time for testing and customization."

Rasmussen added: "With existing email users, we were faced with the additional task of migrating all those accounts and user data to the new application. Thanks to excellent teamwork between Mail2World's migration experts and Eniro technicians, we only experienced a few minor migration incidents that were immediately identified and managed by the Mail2World team. After a fast migration and short learning curve, we were back to business as usual."

## Results

Since Sol.dk's transition to Mail2World, an immediate benefit to Eniro has been cost savings. On the operations front, service improvements have been well received by the Sol.dk IT team as well as customers. "Our email problems are long gone today," declares Rasmussen. "The users are a lot happier with the new Mail2World service, system availability is great and the number of support issues has dropped dramatically. Delivering a local, feature-rich Webmail service is essential to many of our loyal users, and that's exactly what we're now able to provide them, thanks to Mail2World."

## About Mail2World

Mail2World, ([www.mail2world.net](http://www.mail2world.net)) designs, delivers and supports a technology-leading and award-winning suite of hosted business-class email and online collaboration services. Custom-engineered to handle tens of millions of mailboxes, Mail2World's Messaging Hosting & Collaboration Platform addresses the growing need for advanced, ultra-reliable and cost-effective email and collaboration in global enterprises, small and medium-sized businesses and large-scale service providers. The company's growing list of customers includes prominent organizations from around the world, such as publicly-traded corporations, top five colleges in Newsweek's America's Best Colleges 2007 report and some of the largest and most-recognized online properties. Founded in early 2000, Mail2World is a privately held corporation headquartered in Los Angeles, Calif.



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