



OpenBand Outsources SmartNeighborhood WebMail Upgrade

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— Evgeny Kaplun, Director, Network Engineering and Operations

CASE STUDY : SERVICE PROVIDER



Background

OPENBAND AT A GLANCE

Industry Telecommunications
Location Mid-Atlantic U.S.

BUSINESS NEED

Feature-rich, highly scalable email service with fast performance, large storage and multiple domains

SOLUTION

Mail2World Pangia for Service Providers

- 2GB Webmail
- POP3, IMAP4, SMTP, Mobile Mail Access
- Integrated Anti-virus and Spam Protection
- Online Administrative Panel
- 24/7/365 Customer Care

BOTTOM LINE

Mail2World reliably powers hosted SmartNeighborhood WebMail for OpenBand’s residential customers

OpenBand of Virginia LLC, a world-class telecommunications carrier, is a converged services provider offering broadband communications packages throughout the Mid-Atlantic region. Coupled with the design/build expertise of its 50-year-old parent company, M.C. Dean, Inc., OpenBand provides "one-stop shopping" for turnkey engineering and communications solutions for enterprises, government agencies and residential markets. The company engineers and delivers converged network solutions and the hardware, software, architectures, gateways and protocols required to provide its premier communications services.

OpenBand’s mission is to revolutionize the industry by redefining what end users expect from their service provider. By not conforming to the doctrine of retrofitting legacy infrastructure, OpenBand’s construction of an advanced network infrastructure places the company at the forefront of converged data, voice and video expertise.

Business Need

OpenBand’s **SmartNeighborhood** Internet services for residential customers include hosted email services delivered through OpenBand’s own Glass Mile® Access fiber-optic cable network. “As our SmartNeighborhood customer base expanded, it was clear that we needed to enhance our hosted email offering,” said Evgeny Kaplun, director of OpenBand’s network engineering and operations.

“The growth rate of our SmartNeighborhood division demanded highly scalable, carrier-class email technology that could grow as fast as our network,” Kaplun added. “Reliability was also a key criterion. We will not deploy services or technology that result in unpredictable service for our customers. Naturally, we wanted a private-label solution that would give us plenty of control over the email interface and features.”





Mail2World Solution

"We will only sell services to our customers that are market-proven or that have undergone extensive internal testing," Kaplun emphasized. True to their word, Kaplun and his team tested a number of hosted email providers internally over several months, including Mail2World.

Because email is one of OpenBand's most popular services among its residential customer base, Kaplun was attracted by Mail2World's rich feature set. After evaluating all vendors, it became clear that Mail2World would be a significant upgrade in terms of greatly enhanced features as well as overall quality, reliability and scalability.

"Reliability and scalability are vital to the growth of our converged network services—but so is profitability," commented Kaplun. "We focus on profitability to ensure that we are in the industry for the long haul. Mail2World's custom-engineered servers, solid system infrastructure and affordable pricing satisfied our needs on all counts."

"Like OpenBand, Mail2World operates under a philosophy of innovation and their people take a fresh approach to communications, just like our people," Kaplun added. "We knew we had found a partner who could support our mission and move with us into the future. That was important to us. Ultimately, Mail2World was an easy choice for us to make."

SmartNeighborhood WebMail's interface is branded with OpenBand's logo and color scheme. The standard SmartNeighborhood WebMail package provides customers with five email accounts per household with additional mailboxes available through a premium upgrade option. Each mailbox is loaded with 2GB of mailbox storage.

Results

Migrating all existing customer accounts to OpenBand's new, full-service SmartNeighborhood WebMail went smoothly with no loss of data, thanks to special migration tools created by Mail2World's development team.

By handing off email management and support to Mail2World, OpenBand is free to concentrate on its core business. Meanwhile,

Kaplun's team can monitor email usage through a powerful set of administrative tools that let's them turn features on and off, run usage reports and study user demographics.

As a cable provider, outsourcing OpenBand's messaging services to Mail2World allowed the company to inexpensively provide a substantial email upgrade for its SmartNeighborhood residential customers across the Mid-Atlantic U.S.

"Our new SmartNeighborhood WebMail has tremendously improved our customers' email experience and brought us a lot of positive feedback from our residential user community," concluded Kaplun. "We look forward to rolling out Mail2World's ever-advancing email services to OpenBand's ever-expanding network far into the future."

About Mail2World

Mail2World, (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 Pangia Communications & 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 listed 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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