



## Spray Passagen Replaces Lycos Email With Mail2World

“Mail2World’s services are superb, so now we can confidently and reliably grow our user base with a proven and dedicated email partner”

—Patrik Johansson, Operations Manager, Spray Passagen

CASE STUDY : SERVICE PROVIDER



### Background

#### SPRAY PASSAGEN AT A GLANCE

Number of Spray Mail users	650,000
Number of Spray members	800,000
Weekly Passagen visitors	830,000

#### BUSINESS NEED

Stable, feature-rich, scalable email service with a customizable interface and expanded administrative controls

#### SOLUTION

Mail2World Hosted Messaging

- 5 GB Storage
- Custom interface design
- POP3, IMAP4, SMTP, Mobile Mail Access
- Integrated Anti-virus and Spam Protection
- Online Administrative Panel
- 24/7/365 Customer Care

#### BOTTOM LINE

Mail2World powers Spray Mail for 650,000 Swedish business and residential users

Founded in 1995, Spray Passagen is a pioneering Swedish media company that manages some of Sweden's strongest brands on the Internet. The company's growing portfolio includes the portal [Spray.se](#) (formerly Lycos); Spray Mail, Sweden's largest independent email service with nearly 650,000 business and residential users; Spray Date, the popular online dating site serving 800,000 members; and Passage, a Swedish community of blogs and debate with over 830,000 unique weekly visitors.

Spray Passagen's mission is to allow people to meet using the help of digital communication tools and media, with a focus on user-generated content. The company designs its services based on Swedish needs and preferences, which also creates effective opportunities for advertisers wishing to reach Spray Passagen's expanding target audiences.

### Business Need

The original email system used by Spray Passagen was developed internally and had been hosted and maintained by Lycos Europe. Facing termination of the Lycos system, Spray Passagen's management team wanted a more stable, scalable and feature-rich service to offer its users. They also wanted more expansive administration controls and easier maintenance.





## Mail2World Solution

Spray Passagen's managers created a weighted list of criteria that emphasized data migration, stability, scalability and performance. Criteria also included feature flexibility, sustainability, additional applications and services, easy administration and maintenance, and cost. They were also looking for a service provider who would be cooperative and had performed well for other companies, based on references.

After careful research, the team selected Mail2World from a shortlist that included Critical Path, Everyone.net, Xandmail and Nexus. "Mail2World received the best score when we compared them with competitors, especially in regard to cost, stability, functionality and maintenance," stated Spray Passagen's Operations Manager Patrik Johansson.

To provide a thoroughly Swedish look and feel for Spray Mail users, Mail2World redesigned 100 percent of the email interface. Additional customization included localized service in Swedish and integration of an advertising management system. Anti-spam filters were also tightened around Swedish language keywords.

After completing the email interface customization for Spray Passagen's Nordic user base, Mail2World conducted data migration for nearly 520,000 users.

## Results

"The interface customization turned out beautifully, and the migration went smoothly," commented Johansson. "Mail2World's operations and support staff were very attentive throughout the entire process, and their commitment to ongoing, around-the-clock customer care has been appreciated by our users. Mail2World's service is superb, so now we can confidently and reliably grow our user base with a proven and dedicated email partner."

## 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 & 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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