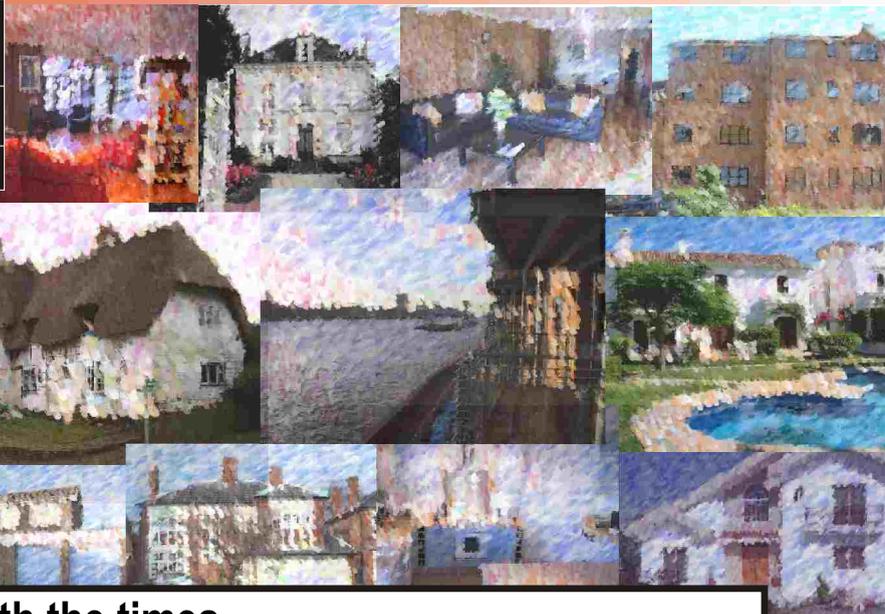


CASE STUDY

Company	Move with Us
The Problem	Required cost-effective, robust and scalable corporate email software solution
Application	MDaemon email, GroupWare and RelayFax running on Windows LAN
Client Category	Property



Move with Us

Move with the times...

- Innovative property business drives revenue through the efficient use of electronic communication
- MDaemon email server chosen as cost-effective, robust and scalable solution

The property market has seen a significant change within the last 18 months as the use of electronic communication has been embraced by both consumers and estate agents. The use of websites for property finding is now widespread and email has become the preferred medium for receiving property details and communicating back and forth between the relevant parties.

Move with Us was set up six years ago to simplify the often complicated process of

buying and selling property. This unique property service includes finding estate agents, surveys, mortgages and conveyancing. Headquartered in St.Ives, Cambridgeshire, *Move with Us* provides a business sharing network for the residential property market. Its business-to-business sister company is *Partners in Property* and together they provide a service via their nationwide network of over 670 independent estate agents. Also they act as the central point of contact for all questions and advice.

Staying ahead of the game

Staying on top of IT developments is important for *Move with Us* and can help both drive the business and differentiate it. Simon King, national network manager, explains: "The need to adapt and prepare for the technology that our customers use is important, particularly as we have been growing rapidly. Using and implementing the latest technology that delivers real benefits in our market gives the company a distinct competitive edge."

"Estate agencies have also undertaken a huge technology shift in the last 24 months, as the Internet and email has grown, and now over 90 percent actively use email. Two years ago between 33-50 percent were not automated. The growth of the Internet is highly apparent as agents receive around 25 percent of their leads through internet sites."



The company was founded in 1998 in one small office and now has over 75 staff operating from two sites. It is still growing strongly - turnover is expected to grow by 50 percent, from £3m last year to £4.5m this year.

When the company began with one PC and a single email account, few people in the property industry had email and most communication was paper-based. The major internal change occurred in 1999 when the company automated the agent referral system and all staff had full access to the database and email. Previously, the referral system was all fax-based, with sales leads being posted to the relevant estate agents now all communication is electronic.

“MDaemon has become critical to our business as both estate agents and the public move to electronic communication”



Simon King
National Network Manager
Move with Us

The MDAemon solution

The company decided to invest in an email server and assessed the options, through the advice of its local IT reseller, Geeson's, before deciding on MDAemon. "It provided the best solution, not only in terms of cost-effectiveness, but it was also highly scalable. It satisfied the essential need to be an efficient communication tool and, as leads are sent back and forth to agents, it is much more efficient over email," says Simon.

"MDaemon has been great for all internal messaging and all external emails. Over the last 18 months, MDAemon has become critical to our business as both estate agents and the public move to electronic communication. This is a very important method of communication, set to become dominant over the next few years."

The Solution

Growth of Internet leads

Move with Us is connected to many property portals so the majority of their leads come directly to them. The system has been designed for leads to go automatically into their database and, once qualified, are then forwarded via email onto the relevant agents in the correct region.

The company has grown rapidly and is now dealing with more than 10,000 leads per month in total, 6,000 generated from the internet and growing 4,000 from their agency network. The company's total emails, both in and out, equate to around 1000-1500 per day from 55 internal users communicating on approximately 250 referred leads per day.

As well as implementing company-wide hardware and email communication software, the company has worked with software developer, Dezrez, to integrate leads

generated from the estate agents directly into its own database. The software automatically sends confirmation emails to both Move with Us and the members as a lead is generated and at critical stages of the property transaction.

MDaemon plug-ins

Move with Us is planning to be using MDAemon GroupWare throughout the company very shortly, Simon comments: "As the company has grown, it is important to be aware of who is doing what, and the diary/calendar sharing will become much more important for us in the near future. We are developing ourselves internally and GroupWare will be useful for our next stage of IT implementation."



Move with Us also uses another MDAemon plug-in, RelayFax. "We use RelayFax to satisfy our customer base as some agents/developers still use the fax as they like to see pieces of paper coming through. Inbound faxes are delivered direct to staff conveniently and easily via their email," says Simon.



“MDaemon provided the best solution, not only in terms of cost-effectiveness, but it was also highly scalable”

Electronic communication

As the company's IT has developed, the Maintenance, Corporate and Conveyancing operations have been moved across to bespoke ASP [Application Service Provider] databases. Move with Us acts as an asset manager, operating a totally integrated database system, which is tailored for the different parties involved in the business. For example, the agents have a separate log on to their own area and everything they need to do with Move with Us is then done in real time. Additionally, the developers, who buy properties in part exchange and then need these selling on, see a different part of the database.

Simon explains: “Using e-mail and electronic faxes on this system saves us hours of work. Each property can generate around 40 pages so the saving when we are dealing with 250 properties a month is huge!

“In future we will move everything over to the ASP solution and there will be a huge development in our own websites which will attract much more traffic. We are forecasting growth in all

areas of our business and the IT solution is an important part of this it is vital that it is robust to help us to deliver our innovative service.”

The company has experienced no problems at all with MDAemon providing the electronic communication infrastructure. “MDaemon has provided a very reliable platform for us, that's the main reason we have stayed with it and will continue to do so,” says Simon.

The company uses Broadband throughout the business and, as it is so critical to the delivery of its service, Simon has ambitious plans to ensure that it is never interrupted: “We are looking to build in dual redundancy, so that if BT goes down, we can switch over to an alternative supplier immediately with virtually no break in the service we provide customers.”

MDaemon features:

- Easy control of corporate email services
- Can be used with dial-up, ISDN, broadband or private circuits
- Low platform requirements
- Easy to install, configure, use and administer
- MDaemon AntiVirus offers reliable virus protection
- Offers powerful spam filtering
- Security features outstrip the competition
- Powerful, comprehensive and yet easy to use, account management
- MDaemon GroupWare unlocks Outlook's collaborative features without Exchange Server
- IMAP service offers centralised and shared email
- Incorporates WorldClient webmail interface
- Supports all standard email clients
- Additional advanced features such as multiple domain support, content filtering and list serving

“MDaemon has provided a very reliable platform for us, that's the main reason we have stayed with it and will continue to do so”

The Customer

The movewithus Property Relocation Network was formed in 1997. Based in St Ives Cambridgeshire, the network has an increasing membership of partner estate agents and industry professionals throughout the UK and overseas currently with in excess of 600 members.

For further information visit www.movewithus.co.uk

 movewithus

The Reseller

Geesons is a company founded in 1909 (yes really!) and has always been in a customer facing environment. This means our customer service is based on old fashioned principles of a caring service but with today's cutting edge technology knowledge. Our portfolio includes: service & support, security, Internet and sales.

For further information visit www.geeson.co.uk

 geeson

The Distributor

Zen Software is the exclusive distributor for Alt-N's products in the UK and Ireland. In addition to MDAemon, Alt-N products distributed by Zen Software include MDAemon GroupWare, which enables the group sharing capabilities of Microsoft Outlook without the need for Exchange Server, MDAemon AntiVirus and RelayFax facsimile server. For further information visit www.zensoftware.co.uk

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SOFTWARE

The Developer

Alt-N is a software development company located in Arlington, Texas, USA. Alt-N specialises in developing cost-effective, Internet-enabled servers for enterprises needing speed, ease of use, reliability and security. In addition to MDAemon GroupWare, Alt-N products include MDAemon email server, MDAemon AntiVirus and RelayFax facsimile server, plus LDAemon, a free LDAP server. For further information visit www.alt-n.com

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