

Rebranded Quadmark revamps its IT solutions with Google Apps



QUADMARK

At a Glance

What they wanted to do

- Wanted a reliable, stable and secure email solution
- Consolidate their global email domains to one central email server
- House their files on the cloud

What they did

- Switched to Gmail and managed to consolidate their email domains globally
- Did away with the purchase of software licenses with Google Docs

Google Apps that the company uses

- Gmail
- Google Docs
- Google Calendar

What they achieved

- Cost savings of SGD 4,500 from the reduced need of purchasing licensed software
- Average time savings of 5%-10% per employee, with employees able to access emails and corporate documents on Google Drive anywhere, anytime
- 50% less reliance on an external IT provider with easy to manage Google Apps
- Easier on-boarding process for new-comers

Business

Quadmark is a global consulting and training organisation founded in 2000. The company, previously known as Intuition Consulting, began a rebranding strategy at the start of 2013 as part of its expansion strategy. Quadmark, headquartered in Singapore, employs over 100 staff globally and has offices in the United States, Europe and China.

Challenge

The Singapore office was using Exchange as its email server but encountered various issues such as storage capacity limitations and difficulty in managing spam. Adding new users to the server was also a hassle that often required a third party vendor, resulting in a waste of time and resources. Quadmark also experienced email performance issues that slowed down their employees' response time, leading to frustration among staff and clients.

Quadmark's management felt that it was unacceptable to continue its current solution and thus decided to streamline its IT infrastructure alongside its rebranding plans. The business wanted a unified and consolidated email service for its various offices. Quadmark also wanted to be able to house files and documents on the cloud.

Solution

The company was familiar with Google Apps and decided to get in touch with a Google Reseller, Pointstar for more information and advice.

One of the most important factors that Quadmark based its evaluation upon was the ease of scalability. Google Apps afforded the ease and convenience of adding more users without the hassle that came with their previous solution. Quadmark also liked Gmail's attachment capacity.

Results

Quadmark is able to consolidate its email domains across its global offices and performance issues have now been minimized. Employees liked that Gmail offered more email capacity, doing away with the need to archive their emails. Gmail's large attachment capacity also means that Quadmark's employees are able to send large files to their clients without a hitch.

Compared to their previous solution, Gmail's interface is clear, compelling and customisable. Employees are also able to access their Gmail accounts on their mobile devices, which is an added convenience.

"Google Apps has equipped us with tremendous flexibility and speed, allowing us to respond much faster to our clients while we are on-the-go. In particular, our employees really like the convenience that the Gmail app for mobile devices brings. Apart from being able to quickly reply and send emails, employees are also able to access specific emails in their inbox with ease via Google Search. I'd say that Google Apps has helped employees achieve between 5% and 10% of time savings especially since they can practise mobile working," said Luke Donnelly, Sales Enablement Consultant, Quadmark.

About Google Apps for Work

Google Apps is a cloud-based productivity suite that helps you and your team connect and get work done from anywhere on any device. Google Apps includes Gmail, Google Calendar (shared calendaring), Google Drive (online content storage and sharing), and Google Docs, Sheets & Slides (document creation and collaboration).

For more information, visit
www.google.com.ph/apps

Quadmark now stores its documents in the cloud via Google Docs. Employees can work on documents online without the need for Quadmark to purchase Microsoft Office licenses. New staff can immediately come onboard and collaborate on work documents. Mr. Donnelly estimates that the company has saved up to SGD 4,500 to date on software licenses since the switch to Google Apps. Quadmark is also less dependent on their external IT contractor and estimates cost savings of up to 50% from handling their own IT administration.

Quadmark is able to reduce the time taken to integrate new employees into the company by up to 80%. Mr. Donnelly explained that most new employees are already familiar with the features that Google Apps offers. "They get up and running much more quickly and that has definitely led to more savings in time and cost," he concluded.