

## Alt-N Technologies Customer Success



### HSH Coldstores reduces IT workload with MDAemon Messaging Server, BlackBerry Edition

#### HSH Coldstores

HSH Coldstores® provides cold storage facilities and transport to food wholesalers. At any one time the company stores 30,000 pallets of frozen goods at minus 24° C in its chilled warehouse. Located in the northeast of England near the port of Grimsby, it serves customers throughout the country.

#### Key Features

- Built-in support for BlackBerry® smartphones
- Low cost of ownership
- Cost-effective maintenance and upgrades
- Efficient administration and user management

#### The Challenge

HSH Coldstores operates in a fast-moving business sector. Customers expect HSH Coldstores to be highly responsive to their requests. As a result, the company had for many years been using a mobile Internet Message Access Protocol (IMAP) email solution comprised of mobile devices coupled with MDAemon® Email Server for Windows from Alt-N Technologies®, a subsidiary of Research In Motion® (RIM®). Mobile email enabled the company's managers to move freely about the vast warehouse facility, and at any moment of the day they could be reached by telephone or email, without being tied to their desk.

Then as part of a company-wide IT system overhaul, HSH Coldstores replaced MDAemon with Microsoft Exchange® for more immediate communications. "We had been wanting to move up to push email for smartphones for a while, and we thought Exchange would be the way to go," says Colin Cox, the IT Administrator for HSH Coldstores, "however things didn't turn out the way we had hoped. We tried it for one year and gave up." HSH Coldstores needed a solution that was less time-consuming, more cost effective, and easy to administer.

#### The Solution

HSH Coldstores went back to the drawing board. The reason behind upgrading the mail server remained unchanged: the company wanted push email. It had always been very happy with the simple management and cost-effectiveness of MDAemon and all that was missing was integrated push email. Although HSH Coldstores had moved to Microsoft Exchange, it had maintained good relations with Alt-N. "So when they told us they were about to begin beta testing the new version of MDAemon, BlackBerry Edition in the UK we signed up immediately," says Colin.

“Security is very important to us. It’s one of the main reasons we picked the BlackBerry platform for mobile communications, and it’s one of the reasons we prefer MDAemon.”

Colin Cox  
IT Administrator  
HSH Coldstores

**Industry:**

Cold Storage

**Region:**

United Kingdom

**Company Size:**

Medium

**Email Platform:**

MDaemon Messaging Server,  
BlackBerry Edition

Today HSH Coldstores uses MDAemon® Messaging Server, BlackBerry® Edition, coupled with BlackBerry® smartphones. “It’s exactly what we were looking for: reliable push technology for email and calendar at the right price,” says Colin. Users were quick to adopt the new BlackBerry smartphones. They appreciate having the choice between using the touch screen with the on-screen keyboard or the slide-out keyboard on the BlackBerry® Torch™ device. In addition, they frequently use the camera. “Customers often call wanting to know about the condition of merchandise in the warehouse. We’ve taken to snapping photos with the BlackBerry and emailing them there and then. They really appreciate the responsiveness,” continues Colin.

**HSH Coldstores Benefits**

Colin credits MDAemon BlackBerry Edition, with reducing the workload of the company’s IT team. He says, “It’s exceptionally good and is so much easier to manage than Exchange. It suits our purposes and has integrated well into our existing infrastructure.” When asked to explain why it suits a company this size, he says there are three main reasons.

First, it is cost-effective. MDAemon comes with Upgrade Protection, which ensures access to free upgrades for the latest product version for the duration of your software agreement. “You’re not having to buy a new product each time you want to upgrade,” says Colin. Another source of savings is how simple it is to administer. “MDaemon is very easy to put upgrades on, whereas previously we always faced a major challenge that often involved paying an external specialist,” he says. This is important for a mid-size company with a limited IT budget. Phone and email support are also part of the support agreement purchased for MDAemon. “The quality of the support is superb. If we can’t get something to work, the support technician can log on to MDAemon and work with you to resolve the issue,” says Colin.

Secondly, HSH Coldstore uses MDAemon in conjunction with SecurityPlus for MDAemon, which provides real-time spam and antivirus protection. “Security is very important to us. It’s one of the main reasons we picked the BlackBerry platform for mobile communications, and it’s one of the reasons we prefer MDAemon,” says Colin.

Finally, Colin says, “It’s very straightforward to add new users” or manage existing ones. “For example, the Managing Director’s device was damaged the other week. I had a spare. So I activated the new BlackBerry for his account and in 20 minutes he was up and running with a new phone.”

Thanks to the success of the MDAemon BlackBerry Edition deployment, HSH Coldstores is now considering expanding its BlackBerry solution to delivery drivers. “They deal with a lot of paperwork and collect signatures. The BlackBerry looks like it could be the right platform for an electronic forms solution,” concludes Colin. “With MDAemon we know we can increase the size of our BlackBerry estate without increasing IT workload or worrying about spiralling costs.”



**BlackBerry® Edition**

www.AltN.com Phone: 866-601-ALTN (2586)  
Alt-N Technologies® is a Subsidiary of Research In Motion®  
© 1996 - 2011 Alt-N Technologies, Ltd.  
MDaemon and Alt-N are trademarks of Alt-N Technologies, Ltd.  
BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property of Research In Motion Limited (“RIM”) and are registered and/or used in the U.S. and countries around the world. Used under license. All trademarks are property of their respective owners.  
10.19.2011

Alt-N and RIM assume no obligations or liability and make no representation, warranty, endorsement or guarantee in relation to any aspect of any third party products or services. Windows, Microsoft and Exchange are trademarks of Microsoft Corporation.