



Madison Assets Group Getting Ahead of the Curve

Migrates from Troubling Legacy Server to Total Hosted Solution

Overview

Region

- United States

Industry

- Real Estate

Apptix Services Used

- Exchange email
- Mobile email
- Anti-virus/spam
- SharePoint

The Challenge

Madison Assets Group is a preferred Real Estate Owned (REO)/asset management firm for lenders and loan servicing organizations. As foreclosures steadily increased, the REO management industry experienced a surge. The rapid growth was overwhelming their legacy IT infrastructure.

The Solution

Apptix smoothly migrated Madison employees to its hosted Exchange and SharePoint services, improving reliability, reducing IT costs, and increasing productivity.

Benefits

- Decreased monthly costs
- Increased features & capabilities
- Improved employee efficiency
- Eliminated silos of information
- Outstanding customer service

Madison Assets Group strives to be the preferred Real Estate Owned (REO)/asset management firm for lenders and loan servicing organizations. The company's 20-person team works directly with lenders to provide outsourced marketing, real estate sales, and property disposition services to achieve seamless and superior efficiency, cost savings, and financial recovery by selling properties that return to mortgage companies after unsuccessful foreclosure auctions.

The economic downturn has negatively affected many business markets, however, as foreclosures trended steadily upward the REO management industry experienced a surge. In response, Madison is building a national network of agents, realtors, and brokers—potentially doubling or tripling their company's size over the next 12-18 months—to handle their growing workload. While this expansion is great for the company's bottom line, it posed a significant problem for the IT department.

The Challenge

Madison began experiencing serious processing lags in the server that supported its content management, customer database, and email client, and it could no longer be trusted with mission critical items. Madison saw the need for enhanced contact management and email solutions that could grow and change at their rapid rate.

Not only was the legacy server causing tangible hardware and software issues for the company, it was costing Madison large sums of money every month. The company was spending too much cash and time managing its hardware, software, and database management solutions—they needed a reliable fix. To alleviate their IT problems, Madison turned to the benefits of a hosted solution.

Over the course of several months of research and reading reviews, Madison discovered Apptix via a review in *PC Magazine*. In exploring the company further, Apptix's awards and the company's Microsoft Gold Certified Partner status prompted Rose Garretson, Madison's IT Consultant, to contact a sales rep via Apptix's online chat function.

"The sales rep I chatted with was super helpful. We went back and forth with a couple things in the chat window before he called me, and I was very impressed with how he explained Apptix's key differentiators," said Garretson. "My decision was almost made before we even spoke on the phone."



“Switching to Apptix was a no-brainer for us. It made fiscal sense, as well as technical sense, because you’re saving money and you’re staying current.”

—Rose Garretson
IT Consultant,
Madison Assets Group

The Solution

A smooth migration to Apptix reassured Madison that the company was now free to focus on growing the business—instead of keeping up with IT. “I don’t feel like I have to look over my shoulder. It’s off my task list and I don’t have to keep revisiting it, which for me is very important,” said Garretson.

During the migration to Apptix, Garretson had questions about her MX Record control panel. Through Apptix’s remote desktop customer service solution, she was able to give the Customer Service agent direct access into her control panel to ensure that changes were done correctly and DNS records were kept intact—all while maintaining her high level of security. It’s the little things like this “quick and easy” fix that have given Garretson and Madison confidence in Apptix’s customer service team.

Even Madison’s non-IT employees were impressed with the ease of the upgrade—expressing no questions or problems with the new services.

As an added bonus, Madison recognized sizeable cost savings before their incremental migration was even complete. “Switching to Apptix was a no-brainer for us. It made fiscal

sense as well as technological sense because you’re saving money and you’re staying current,” said Garretson. Apptix keeps Madison current, not just with recent technologies (i.e., software and anti-virus solutions) but also by providing solutions that are relevant to employees’ needs. Since Apptix solutions are available on the desktop, over the Web, and on a wide variety of mobile devices, Madison’s remote workers have easy access to the information they need, greatly improving their productivity.

The Results

Madison is now confident its IT solutions can grow and change without having to manage hardware and software upgrades as they arise. The company is thrilled with its Apptix hosted Exchange solutions, and is exploring hosted SharePoint as a document management system that eliminates silos of information.

“My entire experience—from the moment I started talking to Apptix to when we flipped the switch with our MX Record and the data started going to Apptix—has been very positive,” said Garretson. “I don’t see how it could be any better in terms of confidence and the support that we have received. When we needed help, it came at a critical moment, and Apptix’s support was right there.” ■