

## INSIGNIA

### At a Glance

**Company:** Insignia Communications  
**Location:** UK Midlands  
**Business:** Reputation Management  
**Staff:** 3

### Problems

- Mix of devices setup differently
- Potential for lost or 'stale' information
- Need to add iPhone to the business
- No external disaster recovery solution, all data held locally

### Solutions

- Hosted Exchange Mailbox
- [Cloud Storage](#)
- Consultancy + Advice Services

### Benefits

- Increased reliability
- External backup of vital data
- Integration of email to mobile devices such as iPhone + laptop
- Simplification of IT platform



### The Company

Insignia offers reputation management and communication consultancy. Their service is more than just PR. With expertise spanning corporate reputation management, crisis management and crisis communications training, Insignia Communications specialise in: corporate reputation management, communication planning and crisis management planning and training.

Whether building a new reputation or managing an existing reputation, Insignia can help take control of stakeholder perceptions

### The Problem

Insignia is, by its very nature, a dynamic business and needs to react to its clients quickly. The existing selection of IT hardware and associated devices (smartphones etc) provided a less than perfect solution with email and appointments not being synchronized over the various platforms.

There was also a need to work with external partners and share information in Word / Excel format. Information had to be emailed between individuals and this compounded the problems of a non-integrated email system

### The Solution

Abussi worked with Insignia to implement a [Hosted Exchange](#) service which allowed the PC, laptop and smartphone to work from the same mailbox and offering fully synchronized email, calendar and contacts across all devices.

A DropBox [Cloud Storage](#) service was also implemented which allowed data to be shared with external partners. This too was then available on the various devices, resulting in seamless access to vital data and communications regardless of location.

Click [HERE](#) for more information

"..I had been struggling with email issues for some time. The problems related to having various devices (laptop, PC, smartphone) but no real way I could see which would bring them together.

After talking to Abussi they proposed a service called Hosted Exchange which seemed to be the perfect solution for increasing my efficiency. Their explanation was down to earth and they took time to explain every stage of the work involved.."

**Jonathan Hemus, MD, Insignia Communications Ltd**



**Abussi Ltd provides business owners with a level of IT support usually reserved for larger companies with full time IT staff. However, Abussi provides this as an outsourced service without high level of investment. Instead of employing an expensive in-house IT department, Abussi clients gain unlimited support from a staff of qualified experts.**

**Our solutions will save you money, decrease downtime and allow you to focus on what matters most – your business.**