

Unique Direct Video Response Company Improve Communication and Collaboration with Hosted Exchange Solution Case Study: Blazetrak

"MigrationWiz saved us a lot of time and money by developing such an incredible and user-friendly platform! The partners at Blazetrak are extremely pleased with this solution!"

Corey Stanford
Co-Founder, Managing Partner
Blazetrak

Blazetrak

Migration Overview

Organization

Blazetrak

Location

New York City, New York, USA

Industry

Video Response Service from Celebrities & Industry Experts

Employees

30+

Source Messaging System

Google Apps/Gmail

Destination Messaging System

Hosted Microsoft Exchange

MigrationWiz is a complete cloud-based migration solution that helps companies move from existing to new messaging systems seamlessly and affordably.

Blazetrak

Launched in 2007, Blazetrak is the first website to provide direct video access to well-known artists and industry experts. Co-founder Corey Stanford was working with a record label named Dirty South Records when the company started receiving an overwhelming number of CD submissions. The record label began charging a submission fee in exchange for a guaranteed response in an effort to filter out poor quality submissions. Stanford decided to take this concept to the next level by allowing anyone to connect with established artists, producers, performers, and athletes.

Using Blazetrak's website, members are guaranteed a direct video response from any personality they choose to interact with. Blazetrak offers professionals from five categories: business, music, screen & stage, sports & fitness, and fashion & design. Blazetrak offers direct access to personalities such as Ruben Studdard (American Idol Season 2 Winner), Darren Sharper (safety for 2009 Super Bowl Champions, New Orleans Saints), and Tara Connor (Miss USA 2006). For more information about Blazetrak, visit www.blazetrak.com.

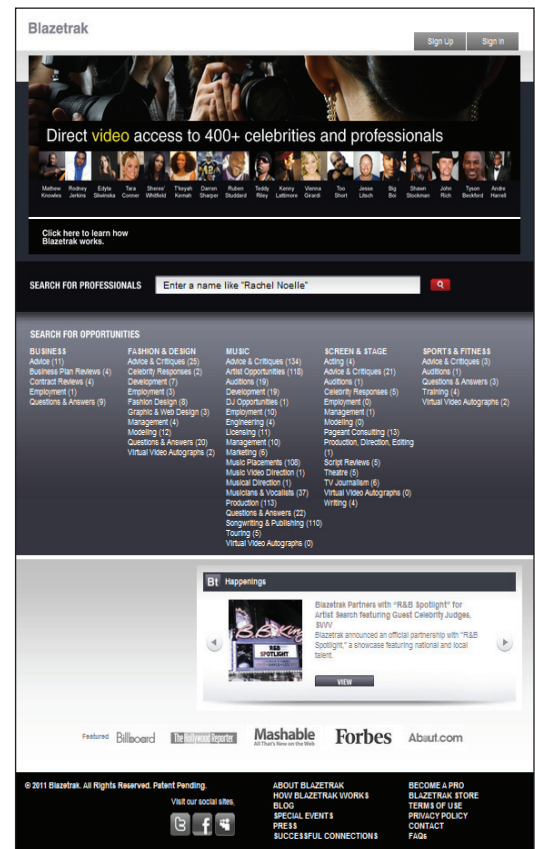
The Challenge

After some of Blazetrak's employees complained of speed and stability issues with their current email platform, the company decided it was time to try something else. The company found a hosted Exchange provider that was affordable and fit the company's work culture and environment. The main obstacle was migrating all employee data - including emails, contacts and appointments.

When Blazetrak made the decision to migrate to a new email platform, it expected the company's email migration to be challenging. Familiar with email migration processes, Corey Stanford knew that a manual approach would result in frustration and a "long and painful experience." Stanford started looking for a third-party solution capable of migrating mailbox data from Google Apps to hosted Exchange. The solution he was looking for had to be easy to use and economical - everything that manual migration methods lacked.

The MigrationWiz Solution

Browsing a Microsoft online forum, Stanford noted the positive tone with which several users were commenting on their experience using MigrationWiz. Intrigued, he found that MigrationWiz's cloud-based migration solution looked practical and cost-effective. Within minutes of configuring his first migration, Stanford was able to migrate a test account from Google Apps to hosted Exchange. Using a simple web browser, Stanford was able to submit and monitor migrations without having to deploy



migrationwiz™

Case Study: Blazetrak

Unique Direct Video Response Company Improve Communication and Collaboration with Hosted Exchange Solution

Blazetrak

Migration Overview

Organization

Blazetrak

Location

New York City, New York, USA

Industry

Video Response Service from Celebrities & Industry Experts

Employees

30+

Source Messaging System

Google Apps/Gmail

Destination Messaging System

Hosted Microsoft Exchange

MigrationWiz is a complete cloud-based migration solution that helps companies move from existing to new messaging systems seamlessly and affordably.

any software or hardware. "It took exactly 10 minutes to migrate a 300MB mailbox. I was shocked and immediately set up all of our accounts in our organization! The entire operation lasted exactly five hours for six mailboxes totaling over 10GBs. I will never manually migrate an email account again. The process was flawless. MigrationWiz saved us a lot of time and money by developing such an incredible and user-friendly platform! The partners at Blazetrak are extremely pleased with this solution!" said Stanford.

Because Blazetrak uses emails for communication with both members and professionals, email data is critical to the company's operations. Calendar and contact management also represent key aspects of its business processes. "Our contacts are the heart and foundation of our business. We have extensive databases of contacts. Appointment scheduling is also a critical part of how we interact with our professional base. Losing our calendar entries would have been devastating to our core operation. We were very pleased with our experience from start to finish. When we logged into our new accounts, it was very refreshing to see all of our messages and folders in place, exactly the way they were on our previous platform." said Stanford.

After completing its migration, Blazetrak found it could operate more cohesively because of Exchange's built-in ability to share appointments and contacts, eliminating the need for any third-party solution. "We love the calendar scheduling and sharing functions. We all have iPhones connected to our hosted Exchange system. Microsoft built the mobile calendar functions very well. Additionally, our email feels more stable on our desktop and mobile platforms." said Stanford.

Now in its third year of operation, Blazetrak plans to launch the third phase of its website, including an improved video communication system, social media components, and new ways to communicate with its growing network of celebrities and professionals.

About MigrationWiz

MigrationWiz is a complete cloud-based migration solution that helps companies move from existing to new messaging systems seamlessly and affordably. With no hardware or software to install, the patent-pending technology is a solution designed to meet the needs of individuals, IT administrators, consultants, system integrators and service providers interested in migrating mailboxes. MigrationWiz is a trusted brand in over 50 countries by global Fortune 500 organizations, governments, healthcare providers, and more. Customers can sign-up, configure and initiate migrations in a matter of minutes with no prior experience. For more information, visit www.migrationwiz.com.

