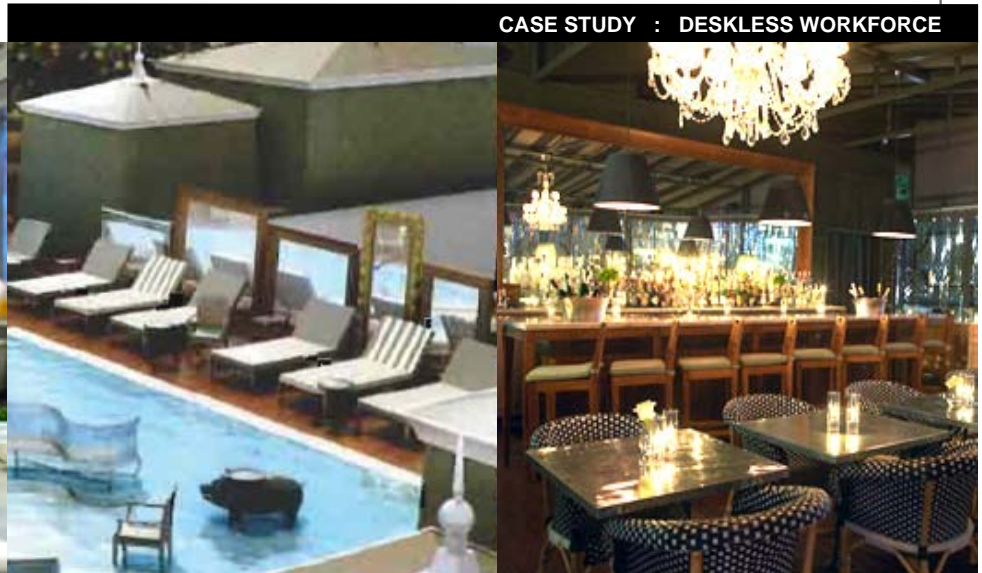




Trend-setting development firm redefines luxury and innovation in hotels, restaurants and nightlife

“Thanks to Mail2World, we’re now able to easily communicate with employees who don’t have a company-owned desktop computer.”

—Steve LaBrie, vice president, information technology, SBE



CASE STUDY : DESKLESS WORKFORCE

Background

SBE CORPORATION AT A GLANCE

Total number of employees 3,500

BUSINESS NEED

More efficient and effective communications to ensure a shared corporate vision and affordable scalability for rapid expansion.

MAIL2WORLD SOLUTION

Deskless Workforce

- > 2GB Webmail
- > POP3, IMAP4, SMTP, Mobile Mail Access
- > Shared Calendar
- > Instant Language Translation
- > Integrated Anti-virus and Spam Protection
- > Online Administrative Panel
- > 24/7/365 Customer Care

BOTTOM LINE

Extending SBE corporate email to deskless workers improves communication, streamlines management and powers international growth.

Founded in 2002, Los Angeles-based SBE brings exquisite balance to the interrelated worlds of luxury hospitality, real estate development and events. As a privately-held company founded and helmed by CEO Sam Nazarian, SBE acquires, develops and manages exceptional projects through its specialized operating divisions: Hotels, Restaurants, Nightlife, Real Estate & Events.

The industries gathered under the SBE umbrella create unparalleled opportunities for synergy and branded, all-encompassing lifestyle experiences. With a mission to redefine standards of excellence and innovation, Nazarian and his team draw on a wealth of institutional expertise and entrepreneurial know-how to create unique alliances between these divisions, providing a complete lifestyle experience for SBE clients, whether they are staying in SBE properties or enjoying SBE restaurants and nightclubs. SBE has also harnessed the creativity and innovation of the best minds in the business, including design visionary Philippe Starck, with whom the company has an exclusive agreement in hotels, restaurants and lounges in the U.S., Canada, Caribbean and Mexico. The result: quality products rich in detail and originality, each created for a discriminating and diverse clientele.

SBE’s Restaurant and Nightlife division stays ahead of the curve by constantly creating trend-setting new restaurant and nightlife concepts. For SBE’s A-list clientele, the company is also expanding its reach to popular destinations.





Business Need

SBE was unable to effectively communicate in a timely manner with their deskless workforce. “Most of our 3,500 employees are deskless workers—bartenders, waiters, nightclub staff and hotel employees—who don’t have access to a desktop computer at work,” explained SBE’s Vice President of Internet Technology Steve LaBrie. “We were forced to provide hardcopy information to workers and emails were sent to personal email accounts.”

Delivery of daily business communications, HR documents, marketing materials and promotional messages was slow and unreliable. SBE’s rapid growth demanded a more efficient and effective communications system to ensure the corporate vision and messaging was shared with all employees. The company’s expansion plans are international, so a multilingual communications tool was also needed to scale and manage growth appropriately.

Mail2World Solution

LaBrie and his IT staff knew a hosted messaging and collaboration service would be the best way to connect SBE’s deskless workforce to corporate. Once they narrowed down the list of providers, their decision-making criteria were scalability, ease of use and rich feature set.

“Mail2World offered a robust messaging service called Deskless Workforce that seemed tailor-made for SBE’s corporate structure,” said LaBrie. “It would extend our internal corporate email to electronically connect corporate employees with our external deskless workers and mobile executives anywhere in the world. In addition, Mail2World was a well-established company, they were willing to create a customized user experience for SBE employees, and they were very easy to work with. When Mail2World engineers provided our team with a fully branded, hands-on demo, it became obvious very quickly that Mail2World had the best solution to our communication problem.”

Results

“Thanks to Mail2World, we’re now able to easily communicate with employees who don’t have a company-owned desktop computer,” declared LaBrie. “Everyone in the company has a mailbox, and management can control the content of that mailbox. We believe we have the communication tools we need to take SBE into the future.”

By extending SBE’s existing corporate email through Deskless Workforce to SBE’s deskless employees, corporate managers are able to directly communicate marketing and business initiatives to remote managers and employees. In turn, remote managers can ensure that schedules, marketing

promotions, corporate messages, etc. are disseminated to employees immediately and accurately. Conversely, Deskless Workforce enables corporate managers to receive valuable input and ideas from their deskless workers that directly affect marketing strategies and promotions.

SBE also takes full advantage of the easy-to-use shift scheduling within Deskless Workforce’s Calendar application to help manage employee schedules. The Calendar application includes features such as free/busy status, viewing rights and multiple views that SBE email administrators can use to control access to schedules. SBE’s deskless employees can now receive alerts and check their schedules any time from any computer or mobile device with a browser and an Internet connection.

Enhanced communication between corporate and deskless employees has provided powerful benefits to the company as a whole. Deskless workers now feel they are a part of SBE’s corporate culture, which engenders more loyalty and commitment to SBE’s growth. Online shift schedules have increased accountability among deskless employees, which improves productivity and streamlines management. Instead of mailing bulky print packages to employees, SBE’s human resources department saves time and money by delivering HR materials as attachments to email. In a smart marketing move, SBE now uses Mail2World messaging to cross-promote its hotel and restaurant businesses, building customer satisfaction and revenue.

“Our corporate executives are always on the go, so they especially appreciate their new ability to check company email, contacts, calendar, tasks and notes from their mobile phones,” LaBrie added. “Managers feel connected with the rest of the company in a way they hadn’t experienced before. Overall, everyone’s impression of Mail2World is very positive!”

About Mail2World

Mail2World, (www.mail2world.net) designs, delivers and supports a technology-leading and award-winning suite of hosted business-class email and online collaboration services. Custom-engineered to handle tens of millions of mailboxes, Mail2World’s Hosted Messaging & Collaboration Platform addresses the growing need for advanced, ultra-reliable and cost-effective email and collaboration in global enterprises, small and medium-sized businesses and large-scale service providers. The company’s growing list of customers includes prominent organizations from around the world, such as publicly-traded corporations, top five colleges listed in Newsweek’s America’s Best Colleges report and some of the largest and most-recognized online properties. Founded in early 2000, Mail2World is a privately held corporation headquartered in Los Angeles, Calif.



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