Matrix IT Limited

Matrix IT, a leading IT service provider in the South of England, showcases the benefits of being an Exclaimer Partner.

COUNTRY: United Kingdom   **FOUNDED:** 2003   **WEBSITE:** www.mtxit.com

Fareham-based Matrix IT Limited is an 'outsourced IT department' to small and medium businesses across the South of England, particularly ones in areas like Portsmouth, Southampton and the county of Hampshire. The company's main focus is in providing computer, network, IT and ICT services to maintain its clients' business IT strategies. It also offers a comprehensive range of IT support packages and is partnered with such prestigious brands as Microsoft, HP, McAfee and Dell.

A long-standing partnership

Being an Exclaimer Partner for over 10 years has meant Matrix IT has found selling Exclaimer solutions important to its business. Whether a client wants a fully-managed service if, for example, they do not have an in-house IT department, or a partially-managed one where Matrix IT provides direct support to their existing IT team, Exclaimer's solutions have always been easy-to-sell as a value-added service.

"The majority of our client base have a need to centrally manage email signatures companywide," stated Kev Penny, Technical Manager at Matrix IT. "Typically, getting consistent signatures is a difficult task to manage using Transport Rules or other manual IT methods. This is why third-party solutions like the ones offered by Exclaimer make a lot of sense to our clients. When offering a fully managed service, Exclaimer's Office 365 signature solution gives us the freedom to centrally design and manage signatures based on the needs of the client."

> "Exclaimer's Office 365 signature solution is easy-to-sell and provides great recurring revenue."

Kev Penny
Technical Manager

A value-added solution

At the same time, Mr Penny feels that Exclaimer has made it easy to bundle its products with other solutions Matrix IT has in its product portfolio. "All Exclaimer products are value-added solutions that let us easily increase the revenue we make on each sale," he described. "We mainly use and sell Exclaimer Cloud - Signatures for Office 365 as most of our clients have moved to Office 365. We have a few still using on-premises Exchange, but the move to the cloud means that Exclaimer's product fits in well with the services we offer as a company. It helps that Exclaimer Cloud is so easy-to-use and manage, letting us centrally control all clients' signatures from one portal."

"We have always found Exclaimer as a company very responsive to any

requests we have," Mr Penny continued. "From a technical perspective, we've hardly ever had any issues requiring dedicated support. This, to me, is a sign that Exclaimer makes solutions that really work and work well. I've always had a very good relationship with our Exclaimer Account Manager, who has always been very helpful and dedicated to ensuring Matrix IT gets the most out of being an Exclaimer Partner."

Providing true business value

Being an Exclaimer Partner continues to be of benefit to Matrix IT and it is clear that it finds true value in its channel partner program and email signatures solutions, particularly Exclaimer Cloud. "Exclaimer's Office 365 signature solution is easy-to-sell and provides great recurring revenue," said Mr Penny in his closing remarks. "It's a great solution to offer our clients as a managed service and solves an issue that many companies have problems with. Some of our clients continue to remain loyal to legacy Exclaimer products to the point where we are still renewing licenses for the older Mail Disclaimers software if they haven't moved to the cloud. I've always found it really easy pushing Exclaimer products for any email signature management issues and we really appreciate the additional value being an Exclaimer Partner brings to Matrix IT."