

Google Apps enable IndeBo to enhance its operations and reduce hardware costs.

Organization



IndeBo is a destination management company that offers customised travel solutions and tailor made journeys in the sub-continent (Bangladesh, Bhutan, India, Nepal, Sri Lanka and Myanmar). Unlike other traditional travel agencies that provide a 'one size fits all' plan to its customers, IndeBo stands out by carefully customizing itineraries for each client and it has been doing so for the last 35 years.

Since IndeBo designed every itinerary as per the customer's requirement, it became very important to remember each and every little feedback shared by its customers. It also becomes imperative to maintain detailed history of every customer. Many a times, customers would write in to enquire about a specific tour. In such cases, the first challenge was to understand whether the customer was a fresh or an already existing client. The current emailing infrastructure did not provide a way to lookup the historical emails hence the company had opted for an inhouse solution- 'Mail Archiva'. 'Mail Archiva' is an open source product and had no support hence the in-house staff struggled to search for old emails

At a glance

What they wanted to do

- Have faster E-mail Search
- Avoid downtime on sending email if ISP was down.
- Reduce Email Management Cost
- Secure Email Service

What they did

- Started with 6 users on monthly plan.
- Slowly migrated all users on Google Apps and switched to Annual Plan.
- Moved their data storage from Desktop to Google Drive.
- Used Hangouts extensively across the organization
- Migrated Docs to Google Drive.

What they achieved

- Zero downtime on emails.
- Reliable document storage space without investing in hardware.
- Barriers of geography and time for better communication

. Challenge

They also hosted their mail server in house which retrieved email from a hosted server and then further distributed it locally. All outbound emails were sent from the SMTP of this server. However there were many a times when the internet went down and then they could not receive any new incoming mails or dispatch outbound mails. Also the time stamps would get modified as the mail fetcher they used only stamped the mails on current date which at times caused problems.

Over the years they had accumulated huge amounts of data which they did not want to lose and hence were forced to use the current solution. However they soon realised that sooner or later they would need something that could handle large amounts of data, would be easy to operate, would require minimum human intervention and would be secure at the same time.

Solution

'Tech Groupz' approached Col. Ravi Ramaswamy (Owner and CEO) at Indebo and had a detailed discussion on their requirements. They analyzed their infrastructure and recommended that Google Apps was one way to answer many of the pain areas that existed within the system. However they had a legacy version of Google Apps on another Domain. 'Tech Groupz' shared the advantages of the 'Google Apps for Business' over Google Apps Standard Edition'.

They initially started with 6 users on the Monthly Plan and evaluated the benefits of Google Apps for

Business. Once they were satisfied that Google Apps for Business can handle large volumes of data, is reliable, instant and secure they switched to the annual plan. And eventually migrated other users on Google Apps for Business.

They no longer have downtimes on Email due to ISP issues or old hardware. Searching for emails has become very smooth and efficient now.

Result

Indebo is happy to have gone Google and now rely heavily on Google Apps for Business for all their communication needs. In fact they find features such as Google Calendar, Hangouts and Google Drive very relevant to their business model. It provides members across various teams within the organisation greater flexibility, removing barriers of geography and time for better communication.