

Case study:

REW - Restaurant Equipment World



Company focus:	restaurant equipment provider
Location:	USA
Licenses in use:	10
Preferred features:	stable email functionality, Calendar, Tasks, etc.
Why eM Client:	→ easy-to-use and fast → lite maintenance → intuitive layout and functionality
Use-case:	→ internal and external communication → collaboration, task management and planning

REW has been a global leader in the restaurant equipment industry for over 40 years, and today serves over 100,000 customers in all 50 states and more than 110 countries around the world.

The president of REW, Brad Pierce, is a very satisfied eM Client user. A customer of Icewarp himself, he upgraded to eM Client in 2016, as it fixed some problems he had with the native Icewarp client. REW employees consider eM Client “easy to use and fast” with speed being the most important factor. “It works perfectly with the server solutions as well, and simply does its job”, says Brad Pierce.

“eM Client is dramatically quicker than Outlook. The layout and functionality is naturally intuitive and the speed is remarkable. It’s a solid performer which serves our needs well and provides a fantastic user experience. Its versatility allows us to define a layout of folders which makes tasks such as only showing unread messages a breeze. **Our workflow now makes logical sense and the interface is clean, crisp and easy to use. We also plan to implement digital signatures and message encryption in the future.**”



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Originally, the company migrated to an alternative email client from MS Outlook. Currently, REW uses 10 licenses of eM Client. eM Client is the epicenter of REW communications both internally and externally. It's central to email management, but the calendaring, tasks and contact management abilities are used on a daily basis. REW utilizes also collaborative features of eM Client.

"The biggest advantage is the speed and ease of use. The logical workflow makes creating/editing calendaring and task items streamlined and fast. Our workflow procedures are well defined which naturally match the eM Client interface. My own schedule/tasks are managed by multiple team members which are able to be coordinated within the eM Client platform."

"Testing of eM Client in REW took place on a single machine (mine) - as someone who programs and has personally written most of our internal software, I'm the biggest critic of new software we deploy within our organization. Usually in the first few minutes I can determine if the software is a hit or a flop, in this case, it was a resounding win. My reliability metric could only be judged after a few weeks of real-world use, I'm thrilled to say eM Client did not disappoint, it remained solid weeks, months and years after the implementation," Brad Pierce concludes.

"The app requires zero maintenance. Long gone are the days of sluggish big brand name software which require constant maintenance. eM Client simply performs incredibly well with rock-solid reliability.

I fly airplanes on a daily basis and have an analogy I like to use with software. No matter what, above all features, functionality, etc., the aircraft engine always needs to keep on running. I feel the same about software, it needs to work reliably 100% of the time, and eM Client excels at that benchmark standard."

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