

Every second Wednesday of the month, we deliver newsletter that contains four sections including case study, a new trend in the industry, company news and a quote. We hope you enjoy and learn. Feel free to reply if you have any feedback or need further information.

Case Study



Problem: An educational institute specializing in distance learning was looking for a company to support, develop further, and keep updated its custom proprietary Learning Management System (LMS), including a custom referral marketing module.

Consequences: Because of the need for a highly-customized system with specialized functionality, off-the-shelf solutions were not an option.

Solution: They decided to outsource the project to [FSD Solutions](#). At [FSD](#), we analyzed the institute's core needs and developed custom support solutions targeting their needs. With over 14,000 participants in only a little over a year, the direct marketing program has been a tremendous success.

New Trend in the Industry

For this month, we chose **messaging and collaboration applications in the cloud**.

Messaging and Collaboration Applications: It is no longer about being able to access your business email via web browser. It is about the experience to send/receive email, chat, finding an open slot in a team of 4+ people for scheduling a meeting, check the status of your coworker, work on a document together in realtime or start a web meeting with screen sharing all through same application. The experience that was only possible for big companies inside the corporate firewall is now available for small and medium size business in the cloud. We are going to compare three main players in this area.



	IBM iNotes	Google Apps	Microsoft Hosted Exchange and Sharepoint
Cost per month per user	\$3	\$4.16	Varies from \$7 to \$14, based on the provider

Storage	1 GB	25 GB	1 GB to 20 GB
Features	<ul style="list-style-type: none"> ▶ Calendar and Meeting scheduler ▶ Instant Messaging ▶ Web meeting ▶ Document Management ▶ Access via iPhone 	<ul style="list-style-type: none"> ▶ Calendar and meeting scheduler ▶ Instant Messaging ▶ Google video ▶ Access on blackberry ▶ iPhone or Android-powered phones 	<ul style="list-style-type: none"> ▶ Anywhere access to email ▶ Contacts ▶ Calendars ▶ Tasks ▶ Document library ▶ Access via blackberry ▶ Windows Mobile or iPhone

Quote of the Month

"Inaction breeds doubt and fear. Action breeds confidence and courage."
 -Dale Carnegie

If you have any feedback or need to discuss any potential opportunity, feel free to reply to this email or contact your point person at [FSD Solutions](#).

