



## Amsalem Business Travel streamlines operations with Google Apps for Business



### At a Glance

#### What they wanted to do

- Reliably and securely connect employees and customers with global data and messaging services
- Reduce maintenance costs and IT burden by replacing the on-premise solution
- Provide cutting-edge technology to spur collaboration among employees

#### What they did

- Worked with Google partner DoIT! SaaS to implement Google Apps for Business

#### What they accomplished

- Reduced the IT maintenance cost and burden of email and collaboration solutions
- Boosted productivity and connectivity among employees

### The Amsalem Business Travel

Amsalem Business Travel (ABT) is a leading global travel-management company specializing in business travel for over 28 years. The company employs over 300 people worldwide, with offices in various locations, including Israel, the U.S., Mexico, UK, Turkey & Asia.

Focused on the corporate sector, ABT strives to provide smarter global travel management services, blending premium services with state-of-the-art technology. ABT's comprehensive technology platform provides the tools for real-time travel services to suit corporation and traveler needs, including around-the-clock emergency assistance and support.

### About DoIT! SaaS

DoIT! SaaS is an Israel-based Google Apps and Postini reseller. As part of its commitment to Software as a Service (SaaS) technologies, the company's partnership with Google allows it to provide cutting-edge data and messaging solutions. When the DoIT! team met with Amsalem Business Travel for the first time, ABT was seeking to replace its Microsoft Exchange-based email service because it required too much maintenance, and was limiting the company's growth (a common problem with on-premise solutions). The DoIT! team was able to quickly assess ABT's Microsoft Exchange environment to determine the best Google Apps configuration for the company's needs and then start the migration process.

### Challenge

Amsalem Business Travel has a unique team of 24/7 travel specialists who are dedicated and trained to effectively manage last-minute changes and urgent situations. That's why it's so important for the ABT team to be able to communicate with clients anytime, anywhere, and from any kind of device – whether a desktop, laptop, smartphone, tablet or thin client.

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*"[Google Apps] is a huge improvement on our original system and it simply takes care of itself. Our employees find it very intuitive and the combination of Gmail, video sharing, chat and Google Docs allows for great team collaboration across the various offices."*  
—Avishay Avraham, Messaging Engineer, ABT

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ABT's IT department had experienced the limitations of on-premise software with Microsoft Exchange technology: The solution simply wasn't stable or flexible enough to keep ABT's employees connected around the world and around the clock. Complex VPN solutions were needed in order to achieve even relatively basic functionality. In addition, significant IT efforts were required to support the older email solution's patch management and on-going maintenance.



For more information visit  
[www.we-doit.co.il](http://www.we-doit.co.il)

### About Google Apps for Business

Google Apps for Business is an enterprise-ready suite of applications that includes Gmail, Google Calendar (shared calendaring), Google Docs (online document and spreadsheet hosting), Google Sites (team site creation and publishing), and Google Video (easy, secure sharing of video content).

For more information visit  
[www.google.com/apps](http://www.google.com/apps)

*“Google Apps has numerous advantages for us: it helps us control our costs, allowing us to focus on the core IT projects that will add value for our customers, and in turn, for our business. It is easy to use and offers cutting-edge functionality.”*

*—Avishay Avraham, Messaging Engineer, ABT*



### Solution

After evaluating available options, ABT decided to move to a cloud-based solution so it could better provide its employees and customers with scalable, flexible and secure IT systems.

“When it’s came to reconsidering messaging and collaboration software for ABT, we opted for a solution that would enable ABT to quickly set up essential tools for new employees and keep that software updated at all times,” explains Avishay Avraham, ABT Messaging Engineer. “Like any dynamic and fast-growing company, ABT needed its team to excel in a fast-paced environment without the risk of slowdowns due to lack of access from every location.”

Avraham recalls that when they began looking at how cloud computing could offer a competitive advantage, “one product that quickly caught our attention was Google Apps and so we implemented it across our organisation.”

The move to Google solutions also allows ABT to grow in a rapid, but cost-effective and pragmatic manner. “We are always thinking about how technology can streamline and enhance our business processes and that’s how we came to Google Apps for Business,” adds Avraham.

The migration to Google Apps for Business was seamless, thanks to Google Enterprise Partner DoIT! SaaS, which helped ABT to carefully plan and implement the solution. As Avraham notes, “our employees love it! It’s a huge improvement on our original system and it simply takes care of itself.”

ABT employees have found the Google Apps for Business suite to be very intuitive, and the combination of Gmail, video sharing, chat and Google Docs allows for team collaboration across the company’s global locations.

“Google Apps has numerous advantages for us: it helps us control our costs, allowing us to focus on the core IT projects that will add value for our customers, and in turn, for our business. It is easy to use and offers cutting-edge functionality,” Avraham concludes.

