

SaaS enables SAFRA Radio to enhance email management

SAFRA Radio is a radio network run by the Singapore Armed Forces Reservists Association. It has two stations – Dongli 88.3 which caters mainly to the Chinese-speaking population, and Power 98 which plays popular hits and provides the latest entertainment news in English.

SAFRA Radio uses email as a method of communication with its listeners as well as clients. However, managing the huge volume of email can be a time-consuming and resource-intensive affair. To resolve this, SAFRA Radio subscribes to BoxSentry's RealMail service, which is delivered over Alatum's infocomm infrastructure.

ORGANISATION SAFRA Radio

INDUSTRY Digital Media and Entertainment

CHALLENGE

Email is critical at SAFRA Radio as it is a key channel for the station to communicate with its listeners and clients. However, managing the large volume of email can be time-consuming and very resource-intensive.

SOLUTION

To address these challenges, SAFRA Radio began using BoxSentry's RealMail service, which is delivered over Alatum's cloud infrastructure. The Software-as-a-Service helps eliminate the overheads involved in managing complex email security threats and ever-increasing volumes of spam.

BENEFITS OF CLOUD SERVICES

- Massive cost savings
- Greater flexibility
- Improved efficiency
- Seamless upgrades

The business challenge

At SAFRA Radio, many customer transactions such as advertisement bookings are done online via email. Such correspondence represents a significant proportion of the station's business revenues and losing customer emails will have an impact on the organisation's bottom line.

With its old email system, staff at SAFRA Radio would spend a significant amount of resources tracking down and recovering important emails from customers. The organisation would sometimes also receive authentic emails that are mistaken for spam and therefore never reach the intended recipient.

"The process of recovering these emails was manual, inefficient and mundane," said Mr Vincent Wang, Senior Sound/Technical Executive with SAFRA Radio.



On top of this, running an in-house email system meant that SAFRA Radio had to contend with the depreciation of hardware and the need for constant software upgrades. These issues, together with increasing manpower costs, prompted the organisation to look for an alternative email solution.

Solution

In 2009, SAFRA Radio came across RealMail, a Software-as-a-Service (SaaS) offered by independent software vendor BoxSentry. An email security solution based on sender authentication, RealMail eliminates the overheads involved

in managing complex email security threats and ever-increasing volumes of spam. It also addresses the issue of legitimate emails being blocked and filtered out.

The RealMail service is delivered via Alatum, a collaboration between SingTel and Hewlett Packard, to provide commercial cloud services to business enterprises and public sector agencies.

email users within a short timeframe. In comparison, buying its own software would entail having to go through an acquisition process for additional licences, and spending time to set up and install additional email clients.

Improved efficiency

The RealMail service helps SAFRA Radio to manage its emails without having to set aside manpower resources

Cloud services also have the benefit of scaling up quickly should SAFRA Radio need to cater to more email users within a short timeframe. In comparison, buying its own software would entail having to go through an acquisition process for additional licences, and spending time to set up and install additional email clients.

Benefits

Massive cost savings

As RealMail is subscription-based, there is no recurring annual software licence fee. Furthermore, by using cloud services, there is no need for SAFRA Radio to manage its own infocomm infrastructure, resulting in lower costs for hardware, software and manpower.

Based on a three-year cost estimate, SAFRA Radio stands to save more than 80 per cent in costs through the use of SaaS compared to setting up its own infocomm infrastructure to run its email system.

Greater flexibility

Cloud services also have the flexibility of scaling up quickly should SAFRA Radio need to cater to more

to handle this resource-intensive task, which enables faster communication between SAFRA Radio and its clients and listeners. With the significant reduction in lost or undelivered emails, the use of SaaS has helped SAFRA Radio to become more efficient and to stem any revenue loss due to missing correspondence with customers.

Seamless upgrade

As a SaaS, all RealMail updates are managed by BoxSentry. There are no patches for customers to download and install. The service also taps on the cloud infrastructure to ensure availability and to make sure that infocomm resources can scale to meet the demands of fluctuating email volumes. This eliminates the need for SAFRA Radio to add hardware, software or bandwidth as the user base grows.

About the National Grid

The National Grid is a national effort that draws together commercial cloud service providers to offer pay-per-use access to compute, storage and software facilities. The three consortia who have been appointed National Cloud

Service Providers are Alatum led by Singapore Computer Systems Ltd (now part of SingTel), nGrid led by New Media Express Pte Ltd and PTC System (S) Pte Ltd.

For more information, email ida_grid@ida.gov.sg