



Press Release – Retail Company Uses Exchange Reporting Software to Optimize Sales Teams’ Performance

Bodek and Rhodes Utilizes ENow’s Mailscape® Tool

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FOR IMMEDIATE RELEASE

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Bodek and Rhodes is one of the nation’s leading wholesalers of imprintable apparel and accessories. A family-owned business headquartered in Philadelphia, PA, Bodek and Rhodes offers an impressive 37 different brands of apparel to their network of screen printers, embroiderers, promotional products and uniform companies.

Traditionally, Bodek and Rhodes’s management used inbound and outbound call volume as a means of measuring the performance and productivity of their sales teams. Recently, several members of their sales teams approached Sam Gerber, the Vice President of Business Development, with the fact that they spend a majority of their time and effort communicating with clients via email. Armed with this newly-found knowledge, the network administrator for Bodek and Rhodes, Barbara Campbell, decided to search for a solution that would capture key email statistics and monitor the sales teams’ performance and productivity.

Most of the products the IT team initially came across did not match the company’s needs—they were either too complex or too expensive. When Bodek and Rhodes found Mailscape® they knew it was a perfect match. Their IT team utilized Mailscape®’s detailed message traffic reports to optimize their sales teams’ performance.

Mailscape® is a unique and innovative systems management tool that combines all the key elements of Exchange monitoring, administration and reporting in a single solution. Mailscape®’s sleek dashboard now provides Bodek and Rhodes with vital information about each server’s current state and growth rate to facilitate proactive Exchange management.

Right away, Mailscape® provided management with customizable reports which could generate email statistics showing monthly, weekly, or daily data for an individual, a department or the entire company.

The VP of Business Development was impressed with Mailscape®'s simplicity. Gerber states: "What's nice about this tool is that it's simple enough that management can use it just as easily as the IT team can. It also helped disseminate information across all levels of our company. With Mailscape®, our sales team is now much more efficient and productive with their email communications."

ABOUT ENOW, INC:

ENow is a Microsoft Gold Certified Partner specializing in high-end exchange consulting and development of software to simplify exchange system management. The company's flagship product is an innovative utility called Mailscape® that provides administrators with a 'one-look dashboard view' of the entire exchange environment. ENow, Inc. is headquartered in Orange County, California, and is proudly represented by a world-wide network of resellers and distributors.

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