

COGdigital^o

GOOGLE MAIL SOLUTIONS

Case Study – Bodyfit

bodyfit
Got It In One

DISCOVER



THE COG DIGITAL APPROACH TO GOOGLE EMAIL SOLUTIONS

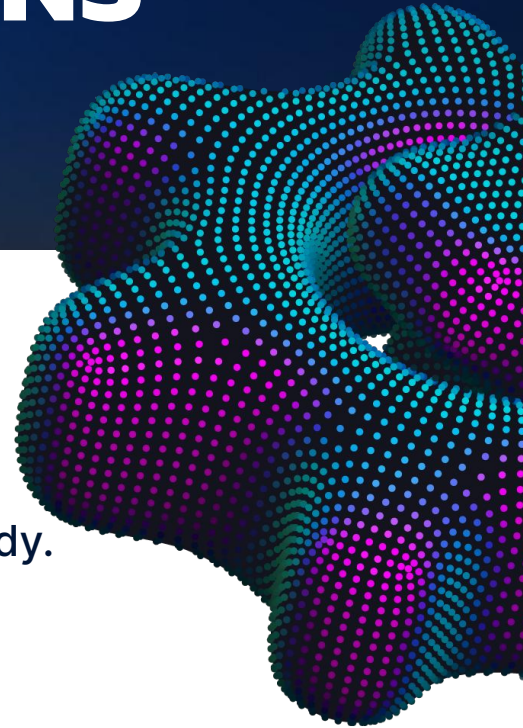


This document will introduce you to one of the COG Branding Email Migration projects using Google Mail as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!

START!





WHAT WE KNEW FROM THE START

We knew that Bodyfit needed a trusted professional Australian Managed IT Services Team to manage their company email provisions, domain name record management and also the migration of their existing email from a standard IMAP Cpanel shared hosting environment into a more sophisticated and secure email system.

Key to this service was to also provide a Managed IT Service for the business and their staff, including remote access and personal device email account set up and optimisation.

We also knew that the Bodyfit business needed a Managed IT Services agency that is affordable, communicates clearly, and understands both website technology and email technology as digital marketing and websites are both heavily reliant on email reliability and security.

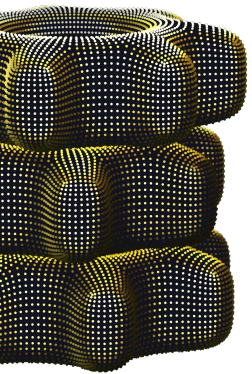
Bodyfit had experienced growth and had not scaled their technology and email software at the same pace. COG Branding would inherit a legacy of no systems, process or general IT management and we would need to overhaul the tech stack.



ABOUT THE CLIENT

Bodyfit Fitness Centres believe everyone should have the right to exercise in a safe, welcoming and fun environment. They understand value for money, first class facilities, your wellbeing and a friendly smile from their team are important to their customers. Bodyfit are devoted to making a difference.

Bodyfit has 8 clubs located over Sydney. Our clubs feature premium gym facilities and tailored group fitness classes to suit your individual fitness journey. We value accessibility for our members and even feature 24 hour access at selected clubs. Sign up for a 2 Day Free Pass and get one of our friendly staff members to give you a guided tour of your local Bodyfit.



FROM THE CLIENT

Nat Grosvenor, General Manager at Bodyfit says that *“COG Branding are reliable, always on, always clear with their communication and always providing best advice, often unprompted”*. While our COG Branding team is humble, Nat was clear that *“We rely on our suppliers to make sure our daily operations are high powered, secure and pushing forward with the best technology – Team COG deliver this for our business.*

- [Nat Grosvenor](#)
General Manager





THE KEY COG DIGITAL SOFTWARE & TECHNOLOGY IN THIS PROJECT.



Google Mail

Google Mail offers both Gmail which is a free email service provided by Google. As of 2019, it had 1.5 billion active users worldwide. A user typically accesses Gmail in a web browser or the official mobile app. Google also supports the use of email clients via the POP and IMAP protocols with a paid plan that can be integrated into [Google Workspace](#) (formerly G Suite).

IMAP Email

Internet Message Access Protocol, or IMAP, is a standard email retrieval (incoming) protocol. It stores email messages on a mail server and enables the recipient to view and manipulate them as though they were stored locally on their device(s). IMAP allows you to access your email wherever you are, from any device.



LiveTeam

[LiveTeam](#) is Customer Service Management optimised to protect people and their time. It functions as an online communications service and portal for small business, and is a digital business asset that separates the customer service function from the consulting function. Software that allows a business to protect its most valuable (expensive) team members from low yielding sales and customer service



MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain – COG Branding will ensure the project journey is rich in communication and accuracy.

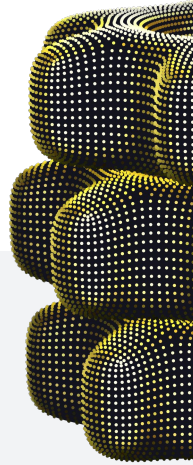
All projects have challenges and people rely on COG Branding for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations. So during production and aftercare we're on the same page.

- **Migrating 100+ live and functional individual email addresses to another platform.**
- **Providing Remote Access account set up.**
- **Providing remote access tuition on new software.**
- **Delivering and maintaining security protocols and process.**



BRIEF SUMMARY



Bodyfit had experienced growth and had not scaled their technology and email software at the same pace, so they needed to somehow scale and at the same time replace what they had.

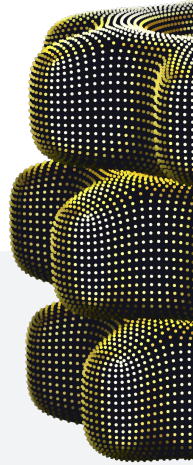
COG Branding inherited a legacy of zero technology intelligence but some analogue and basic systems, process and general IT management in place. Our focus was to understand the business case, and what sort of growth would be expected before we migrated to a more enterprise level email system.

COG Branding's job was to ensure Bodyfit were set up for as little disruption to their BAU as possible, a key part of the brief would be to overhaul the tech stack including email.

Bodyfit is a typical fitness industry business which moves fast and has a high churn of temporary and permanent staff, thus the email situation needed to a trusted and professional Australian based Managed IT Services team to manage this email technology on an ongoing basis. Also included in the brief was domain name record management and also the migration of their existing email from a standard IMAP Cpanel shared hosting environment into a more sophisticated and secure email system.



SOLUTIONS SUMMARY



The Bodyfit Google Email solution initially commenced with a workshop with stakeholders to be certain they understand their concerns and what they would most want to be made available.

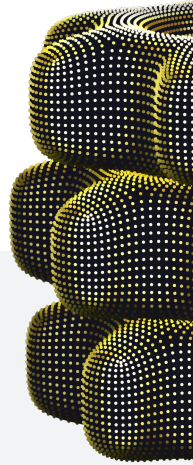
Secondly we took an audit of usage devices, frequency and inbox sizes and attachment sizes – behaviours that are key to understanding the handling characteristics of email for the business.

Internet Message Access Protocol AKA IMAP, is a standard email retrieval protocol that uses TCP/IP connection for communication. Changes that are made on any of the devices (configured with IMAP) will be synced across all the connected devices (in the respective accounts). The emails from the server will only be removed if the user deletes them. There are several web-based email clients that operate on the IMAP protocol, including Yahoo Mail, Outlook and Google Mail. So here the solution takes shape for Bodyfit.

Importing the existing second rate IMAP Email system to Google Mail. [SysTools IMAP to Google Mail Migration Tool](#) is an excellent software developed with advanced algorithms, it's outstanding characteristics include concurrent and delta migration for quick and efficient results. Additionally, it facilitates the option to re-run the full migration, if required. Also, this expert-recommended program maintains the folder structure intact after the importation process terminates.



RESULTS SUMMARY



Migration to Google Mail with Project Success! Bodyfit successfully departed the substandard IMAP platform and onto a reliable secure and efficient Google Mail platform.

The project allowed a more reliable email solution for multiple domains, users and devices.

It also allowed the Bodyfit business to begin its partnering with the Google Workspace offering which also allowed COG Branding to build in further use of the Workspace softwares and features such as the office suite and Google Drive functionality.

A successful email migration from IMAP to Google Mail!





**WE'VE DELIVERED PROJECT SUCCESS
FOR COMPANIES THAT YOU KNOW.**

**BUT WE'RE SMALL BUSINESS
SPECIALISTS READY FOR NEW
PARTNERSHIPS.**



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Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

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