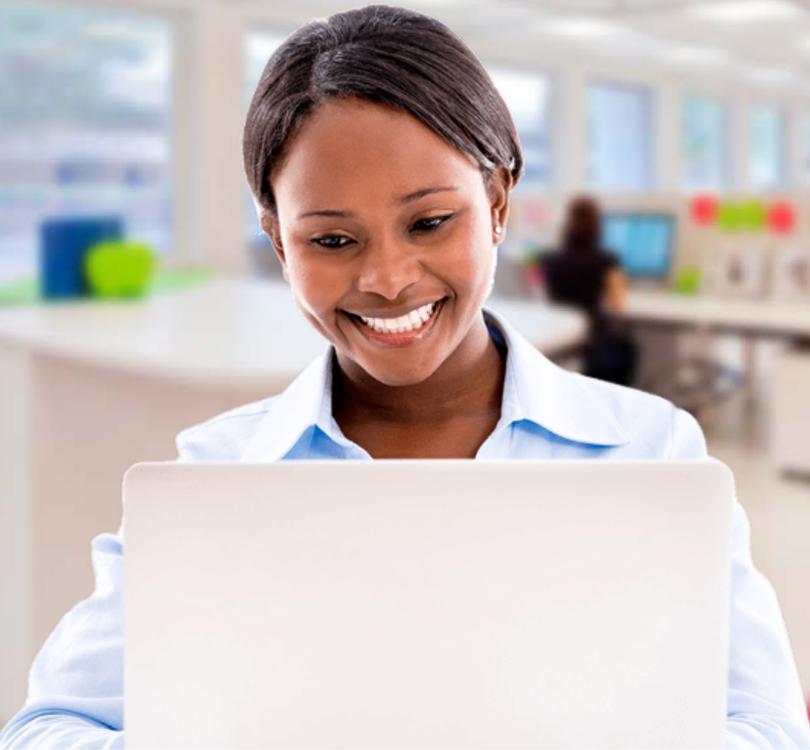


BluWave Software



EXECUTIVE SUMMARY

BluWave Software offers its clients a robust online web-based CRM System. Due to unsatisfactory performance from their existing hosting provider, the company made the decision to seek out a hosting provider that could offer a robust failover redundancy solution, selecting CipherWave as their provider of choice. Having signed with CipherWave, BluWave has experienced less customer attrition and an average increase in turnover of around 20%.

BluWave Software was formed in May 2010 to develop, market and implement a new generation "cloud based" CRM solution - "BluWave CRM". With over 26 years' experience in local development and implementation of CRM software solutions, BluWave has, to date, successfully deployed over 400 CRM solutions and their 1200 user base continues to grow exponentially.

CHALLENGES

With such a robust offering, BluWave required an equally robust failover redundancy solution, one that their existing service provider was unable to provide. In addition, the current Data Centre, hosting our server, experienced outages over

critical usage periods" commented Stuart Lowe, Operations Executive for BluWave.

The business impact of their existing solution also became apparent when customers suspended their services as they could not access their critical data at these peak times. Being dependent on their current provider, this placed additional strain on their servicing staff to manage customer expectations.

THE SOLUTION

Hence, the decision was made to source alternative solutions from other hosting providers to resolve these headaches. It was CipherWave's holistic offering of a complete Redundancy Solution, Virtual Environment and replication

to Terraco Isando that convinced BluWave to move away from their existing provider. When asked how well CipherWave has met BluWave's business needs, Lowe commented "Very well – 10./10".

Since the move, BluWave has experienced improved customer acceptance and "virtually no complaints of downtime."

Lowe went on to say, "As a result of the system always being 'On' there have been no suspensions as a result of being offline due to Data Centre outages and the like. Thus, the average impact has resulted in more references, and an average increase in turnover of about 20%".



“10/10”

Stuart Lowe, Operations
Executive, BluWave