



**a higher level of
managed IT services**

Case Study:

SIRIUS Canada Outsources Web and Microsoft Email Exchange Services to Fusepoint

SIRIUS Canada began broadcasting in December 2005, delivering Canadians an unrivaled radio experience with the most channels, the best variety and the highest quality of coverage among satellite radio providers in Canada. Since its launch, SIRIUS has experienced tremendous growth and is the fastest growing satellite radio provider in North America.

Recognizing that its Web site is a key asset to the organization and represents a brand promise of an unrivaled radio experience to customers, SIRIUS Canada decided to outsource the full management of its Web site and email services to Fusepoint, a SAVVIS company. This decision allowed Sirius to focus on growing the brand awareness and its subscriber base. Prior to launch, SIRIUS was also faced with an aggressive time-to-market roll out, and Fusepoint's management of both Web and email allowed the company to dedicate all efforts on launching the SIRIUS service in Canada.

Fusepoint provides SIRIUS Canada with a fully managed hosting environment - guaranteeing the security, availability and performance of its Web site at all times. Fusepoint also hosts and manages SIRIUS Canada's entire communications infrastructure on Microsoft Exchange including SPAM/content filtering, patch management, 24x7 monitoring, and wireless Blackberry capabilities.

By outsourcing critical applications such as Web and email, SIRIUS Canada can now focus on what they do best – providing Canadians with 110 premium channels of the best commercial-free music, entertainment, sports and news on satellite radio.

Objectives:

- Support SIRIUS Canada's launch and tremendous growth since December
- Deliver the highest quality online Web site available at www.siriuscanada.ca
- Offer secure email services, including Blackberry support

Strategic Approach:

- Fusepoint offers comprehensive Web and email services to SIRIUS Canada
- Fusepoint hosts, manages and maintains a high-performance, high-availability Web site and Microsoft Exchange email solution.
- Provides SPAM/content filtering, patch management, 24x7 monitoring, and wireless Blackberry capabilities

Results:

- Fusepoint's comprehensive Web and email services enabled SIRIUS Canada to successfully launch satellite radio service to Canadians in an aggressive time-to-market roll-out.
- SIRIUS Canada staff can now focus on the strategic elements of growing the brand and its customer base while leaving the back-end and infrastructure management to Fusepoint.
- Staff can travel with ease, with full Blackberry support



**What SIRIUS
Canada had to say**

"With Fusepoint, we know our Web site and email systems are stable and secure and this allows us to focus on what we do best – providing Canadians with 110 premium channels offering the best commercial-free music, entertainment, sports and news programming on satellite radio."

Andre Allen
Senior Director of IT
SIRIUS Canada

**To find out more, please visit our Web site at:
www.fusepoint.com or call 1.877.387.3764**