



Case Study

Dowd Irrigation



Introduction

Dowd Irrigation is a specialized lawn contractor service based in New Jersey, U.S. With over 40 years of experience and a dedicated team of 50 technicians, Dowd Irrigation can efficiently install sprinkler systems and service your system all year long. Dowd Irrigation guarantees 100% satisfaction and only uses high-quality products.



Dowd Irrigation is a Gold Preferred Hunter Irrigation contractor. In addition, the Dowd team uses an advanced scheduling and routing system to ensure that your job is completed efficiently and on time, every time.

The problem

Dowd Irrigation was using a state-of-the-art enterprise resource planning (ERP) system to send a large number of emails on a daily basis, including invoices, service announcements, and appointment reminders. Dowd Irrigation was using GoDaddy's office 365 email service to send these emails. Like other email providers, GoDaddy does not allow customers to send bulk emails. Not only does GoDaddy have a 24-hour limit, but they also impose an unknown email rate limit that further limits business emails.

Dowd Irrigation tried several other email platforms including Gmail (Google Suite) but experienced similar limitations. In some cases, the email system would stop functioning entirely, and the mail server rejected all outgoing emails.

Dowd Irrigation needed a reliable email service provider to maintain its gold standard of timely email communications with its team and clients. When technicians do not receive emails, they cannot complete their service timely. When Dowd Irrigation cannot complete their service promptly, they experience downtime, missed appointments, and revenue loss.



The solution

With Optizap's custom Integrated Business Email solution, Dowd Irrigation was able to overcome the limitations they experienced from other email service providers. Our team moved Dowd Irrigation's email systems to our Premium Business Email service with bulk mails enabled within 48 hours and migrated more than 50 mailboxes totaling over 1000 GB.

Using our Integrated Business Email Server, Dowd Irrigation is now able to send bulk automated emails through their ERP system without any limitations.

The Dowd team can now send an unlimited number of emails through their corporate email addresses using Mozilla Thunderbird / Microsoft Outlook.

"Having [Yusuf] work with us is like having a dedicated, round-the-clock IT department at your disposal. OptiZap currently has our websites, web application servers for our ERP, Business email, and legacy MySQL databases."

Optizap provided Dowd Irrigation with a reliable email service that is integrated directly into their ERP system. This allows the Dowd team to maintain or increase their client base and contact technicians to ensure that each job is done correctly on time.



Impact on business

After moving to OptiZap's Integrated Business Email, Dowd Irrigation's internal team communicated more effectively. Their technicians have not missed appointments and clients can easily schedule their service. The email bounce rate has significantly decreased, and customers are receiving and reading emails from Dowd Irrigation instead of needing to search their spam folder for information.

"Since we brought Yusuf onboard in 2015, he has virtually transformed our entire business process. He has not only provided reliable critical infrastructure like business email and high-performance hosting but has also helped us digitally transform our business by taking over as a product manager of our custom-made ERP system."

Dowd Irrigation is now able to send automated bulk emails in less than 5 minutes. This allows their team to focus on growing their business and not worry about operations.

[Contact Us →](#)

OptiZap LLC
1317 Edgewater Dr
Suite #786
Orlando, FL
32804

 contact@optizap.com