



Case Study

# Premier Sports Network



## Introduction

Premier Sports Network (PSN) is the world's largest private network within elite-level sports that focuses on two key topic areas: finance in sport, and athlete welfare. The network includes more than 15,000 members globally, and represents sports clubs, leagues, player associations, federations, and agencies from over 40 professional sports.



PSN hosts private, invite-only events for key stakeholders across the sports industry. During these events, Premier Sports Network facilitates conversations about player care and well-being. There are also opportunities to discuss best practices to tackle challenges in the athletic world, including contract signing, mentoring, and life transitions outside of sports. PSN relies on email to contact their athletes and stakeholders to attend these events and to widely share their mission for athlete welfare.

## The problem

PSN was using GoDaddy's office 365 email service to connect with athletes and stakeholders and invite them to these private events. PSN experienced rapid growth and needed an email service solution that could accommodate this expansion. GoDaddy's service was limited in many ways, including a limited number of calendar invites and emails they could send from Outlook / Mozilla Thunderbird, and the inability to send bulk emails.

PSN tried other email service providers, including Gmail (Google Suite), but experienced similar limitations. PSN needed a reliable email service provider which addressed these limitations, allowing the network to swiftly connect with their athletes and stakeholders.



## The solution

Optizap's Integrated Business Email was a tailor-made, robust solution to PSN's problem. Our team moved PSN to our Premium Business Email service with bulk emails enabled within 48 hours and migrated more than 20 mailboxes totalling over 300GB.

Using Optizap's Integrated Business Email Server, PSN was able to send out hundreds of calendar invites for their events using Mozilla Thunderbird's native mail merge capabilities. They could also connect with their stakeholders with announcements and promotional emails without worrying about reaching any limits.

*"The customised email server has enabled us to grow the network across different regions as we are no longer limited with what can be sent, meaning we have the ability to push much more communication such as latest news, job opportunities, event updates and more which make our members feel much more closely connected to the network".*

In addition, all PSN team members can send bulk emails simultaneously using their own Business Email addresses.

Optizap's Integrated Business Email addressed each of the limitations PSN was experiencing, allowing the network to swiftly connect with their athletes and stakeholders.



## Impact on business

After transitioning to OptiZap's Integrated Business Email, PSN was no longer limited by email capabilities. They had virtually no downtime on their email infrastructure.

*"Yusuf's support has been outstanding, as he created a customised email server with OptiZap that has completely re-shaped our efficiency in communicating with our private network. We now have complete freedom in terms of sending out calendar invites and mass mails to our network/guest-lists associated to our events, which has been a complete game-changer."*

Now, PSN can swiftly and reliably contact the network, allowing them to spend more time and energy providing resources to athletes.

Optizap is committed to providing a custom solution allowing you to quickly connect with your clients. Let us do the heavy lifting for you! Our team's experience with providing technical support and managing Linux servers and firewalls allows you to worry less about the technology and focus on your business.

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