**WiredRed**
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# Application Story
## Holiday Builders

**Nation's largest employee-owned residential homebuilder deploys WiredRed's e/pop to maximize communication efficiency**

Mid- to large-sized corporations are quickly realizing that in order to conduct business in a streamlined, quick and expedient manner it must create a secure, internal communications channel that enables all of its employees to interact in real-time. A good example of a highly successful company that is maximizing employee efficiency through innovative real-time communications software, e/pop from WiredRed Software, is Holiday Builders. A family homebuilder founded in 1983 and headquartered in Melbourne, Florida, Holiday Builders is America's largest 100 percent employee-owned homebuilder with *48 offices* located throughout Florida, Texas and Ohio.

Problem:
- Communication delays between headquarters staff in two separate buildings and sales personnel located throughout Florida

Solution:
- e/pop Professional, a secure instant messaging, presence and real time communications software for business

Business & IT Benefits:
- Presence management simplified by integration with ADS and LDAP directories
- e/pop speeds back-and-forth communication between all employees located throughout Florida

The number of offices in a large geographic area formed the criteria by which Holiday Builders' IT director selected e/pop secure instant messaging, a comprehensive Enterprise Instant Messaging (EIM) software. Holiday Builders required an instant messaging software that IT personnel could administrate and manage remotely, provided remote control capabilities for helpdesk support, secure instant messaging and group chat conferencing. The ability to create groups within e/pop enabled IT personnel to set up groups by office location so messages could be sent to each person in each office location instantly. Today, e/pop is fully deployed and is used by 256 employees in the two Melbourne, Florida, headquarter offices and model home sales offices located throughout Florida.

Using e/pop helps to streamline and speed back-and-forth communications between the headquarters and sales office staff, said Eric Coleman, IT director for the company.

*"e/pop definitely has the capability to greatly reduce long distance phone calls, email traffic and to increase the overall efficiency of employee-to-employee communications,"* he said. "Bandwidth and storage are very expensive, e/pop enables quick and immediate resolution of issues and since all IM traffic is routed internally via IP we're able to maintain our highly secure network."

Since Holiday Builders divided its headquarters into two separate office locations, e/pop has in many instances taken the place of the phone so headquarters' personnel can communicate about invoices and routine business matters instantly.

The company's network, powered by Windows 2000 servers, lets IT personnel take advantage of e/pop's complete directory-support to populate and build the e/pop presence system with the Active Directory and LDAP network directory infrastructure.

"It certainly simplifies matters for us if we can use what's already in place to create groups and profiles for presence management," adds Coleman. "The IT department is one of the heaviest users of e/pop, so we not only appreciate its ease-of-use and administration, but also the sense of urgency it provides when we have to notify our co-workers about problems with the network or applications."

Holiday Builders is truly an excellent example of how e/pop and EIM can decrease expensive communications delays common in today's highly dispersed corporations.

"For an instant messaging product, e/pop is quite powerful and useful," said Coleman. "In the near term we hope to take advantage of additional e/pop features in order to conduct online meetings which would more or less eliminate travel time and expense for our personnel working outside of Melbourne."

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