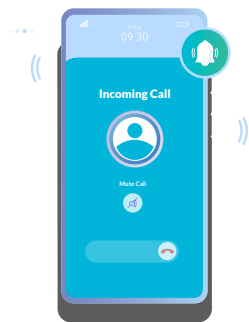# Transforming Business Connectivity: CiraSync Boosts Microsoft 365 Productivity for Partners and Clients

Partner Case Studies

Sync your Microsoft 365 shared contacts and calendars, CRM contacts, and Public Folder contacts and calendars to business smartphones.

Anytime. Anywhere.

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Partner Success Stories

Charter Technology Transforms Calendar Management for NY Schools with CiraSync

charterts.com

INDUSTRY	CIRASYNC USE CASE
Government IT Consulting	Calendar Sync

Charter Technology Solutions provides IT and technology consulting services to schools and education-focused organizations and nonprofits in the greater New York area. They enable these organizations to achieve greater operational efficiencies while keeping costs low. Charter Technology Faculty and staff needed up-to-date Microsoft 365 shared calendars on their smartphones for school meetings and schedules.

Challenges

Managing calendars across a school district can be a daunting task. Schools typically set up shared calendars for teachers and faculty at the start of the academic year, which require frequent updates for staff meetings, faculty gatherings, parent-teacher conferences, and various school events. Without automatic calendar syncing to smartphones, changes and additions to these events were failing to reflect on staff devices. This led to missed meetings, confusion, and lost productivity.

In one instance, a school called an important all-hands meeting, but due to the lack of sync, a third of the staff was unaware and failed to attend. Moreover, each time a new staff joined, manual calendar updates had to be made, triggering a flood of notifications to participants. This created unnecessary distractions and added to the IT department's workload.

Seeking a reliable solution, Charter Technology Solutions initially tried DidItBetter. However, they soon realized that the maintenance and support costs outweigh the benefits, putting them back at square one.

Transforming Calendar Management with CiraSync

Determined to find a better solution, **Ritaly Rapaport** from Charter Technology conducted a thorough Google search for top-rated Microsoft 365 syncing solutions. CiraSync emerged as the clear winner. After a quick implementation on their internal servers, they saw immediate results. Their own Microsoft 365 calendars synced flawlessly, prompting them to roll out CiraSync to their school district clients.

The impact was transformative. Teachers, faculty, and staff had instant access to accurate, up-to-date meeting reminders and schedules right on their smartphones. Critical events like parent-teacher conferences were never missed.

Ritaly Rapaport raved about CiraSync, saying, "We find CiraSync to be the best-in-breed solution for our client's Microsoft 365 Calendar syncing. We've tried other vendors and find this the most dependable fit for our needs."

A simple setup process and robust feature set made CiraSync an absolute game-changer for Charter Technology Solutions and their clients in the education sector.

> We find CiraSync to be the best-in-breed solution for our client's Microsoft 365 Calendar syncing. We've tried other vendors and find this the most dependable fit for our needs.
>
> **Ritaly Rapaport,**
> Client Management, Charter Technology Solutions

ModernTech Boosts Construction Productivity with CiraSync and Microsoft 365

moderntech.dk

INDUSTRY	CIRASYNC USE CASE
IT Consulting for Construction	Microsoft 365 GAL, Calendar, and Public Folder Sync

Moderntech Consulting provides clients with the most advanced tools to inspire creativity and productivity in the workplace. This IT consulting firm works primarily with construction clients all over Denmark. The employees of their clients work in and out of the office and all around the country. With employees constantly on the move between office and job sites, having access to up-to-date calendars and contacts on their smartphones was a crucial need.

The Challenge: Facilitating a More Connected Workforce

ModernTech Consulting's clients span the entire country, with team members working in various locations. Keeping everyone connected and informed was a significant challenge. They needed to solve a problem that Microsoft has yet to solve—syncing Global Address Lists to corporate smartphones. In addition to the GAL sync problem, syncing company calendars and public folders is often a pain point for clients who house information in public folders accessible via Outlook.

This was especially crucial for three key clients: West Run Development Company, Sandler, and SMCA sheet metal contractors. With a majority of their workforce in the field, these companies relied on accurate, real-time access to contacts and schedules to keep projects moving smoothly. However, like many Microsoft 365 users, they struggled with the lack of automated syncing for contacts and public folders on smartphones.

Solution Using CiraSync

As experienced business and IT managers, Moderntech Consulting wanted to ensure their clients knew who was calling and needed to guarantee employees could look up important contacts and access updated calendars on their smartphones anywhere, anytime.

Johannes Pham, Founder and CEO of ModernTech Consulting, was no stranger to the sync challenge. Having used CiraSync at another company, he knew it was the perfect addition to ModernTech's Microsoft 365 toolkit. CiraSync's affordability, user-friendly onboarding, and robust feature set made it an instant value-add for ModernTech's construction clients.

The results were impressive. With CiraSync, employees could now access up-to-date GAL contacts, shared calendars, and public folder information anytime, anywhere, right from their smartphones. This empowered them to stay connected with colleagues, customers, and project stakeholders, driving productivity and collaboration to new heights.

> My clients and colleagues have had this syncing challenge for a very long time and with new employees coming in and client businesses growing, we found CiraSync to be the best partner to solve our Microsoft 365 syncing needs across many industries.
>
> **Johannes Pham,**
> Founder & CEO, Moderntech Consulting

ModernTech Consulting's clients praised the seamless integration and reliability of CiraSync. Tomas H., a Government Systems Administrator, shared: "Getting up-to-date contacts to employees on different devices and with different specific needs has ALWAYS been an issue. With CiraSync, the problem was solved easily and at a minimal cost. The customer service is excellent, rapid, and spot on! Being able to talk to a live person each time I called is a relief because it makes me feel like this product and company would be there to support us even after the sale. CiraSync is a huge win for our IT Department!"

With CiraSync, ModernTech Consulting has now positioned itself as an indispensable partner to the construction industry, delivering instant value for a connected, collaborative workforce.

TechBldrs Delivers Seamless Microsoft 365 Contact and Calendar Sync Across Industries with CiraSync
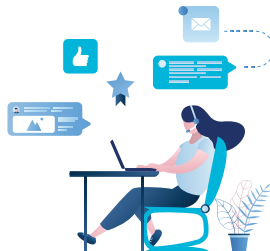
techbldrs.com

INDUSTRY	CIRASYNC USE CASE
Manufacturing IT Consulting	Microsoft 365 GAL and Public Folder Sync

TechBldrs supports small and medium-sized businesses with world-class IT support in the Philadelphia, New Jersey, and Delaware Valley areas. Their customers are mainly in the construction, manufacturing, and education industries. As most of their client organizations have transitioned to Microsoft 365, the Microsoft Certified IT experts at TechBldrs needed to find a way to sync Public Folder contacts and calendars along with the Microsoft 365 GAL to all employees.

Challenges

The TechBldrs clients have many employees who never come into the office but need to stay connected with prospects, customers, and co-workers via smartphones at all times. This is particularly important for three of their clients: West Run Development Company, Sandler, and SMCA sheet metal contractors.

All three companies have a majority of employees working off-site, and the employees need the most up-to-date Public Folder and Microsoft 365 GAL contacts available from their business smartphones at all times. Similarly to other Microsoft 365 users, they ran into the automated contact and public folder syncing issue for Microsoft 365 smartphone users. Their clients needed help and needed it quickly.

Bridging the Gap With CiraSync:
The Right Solution for Enterprise Clients

Understanding the unique needs of their clients, TechBldrs' CIO innovators took matters into their own hands. They devised a custom contact merging system to identify and manage duplicate entries. However, they needed a non-proprietary, scalable solution to streamline contact categorization and syncing with Outlook.

The answer came in the form of CiraSync, a secure, Azure-based SaaS platform. After a comprehensive Google search and a rigorous testing process, the TechBldrs IT experts were convinced that CiraSync was the ideal fit for their clients. They swiftly implemented the solution, and the results were nothing short of impressive.

Tim Wachenfeld, Technical Field Consultant at TechBldrs, praised CiraSync, stating, "We know for a fact that CiraSync is the simplest and most cost-effective solution for syncing Microsoft 365 Public Folder and GAL contacts with smartphones. We won't hesitate to roll it out for future clients as well."
The benefits extended beyond just seamless syncing. CiraSync's automated, hassle-free approach to managing Microsoft 365 Public Folder and GAL contacts on smartphones significantly boosted productivity and collaboration for TechBldrs' clients. Impressed by the results, TechBldrs decided to implement CiraSync internally as well.

A delighted partner, Mitchel K., shared, "It works perfectly. It's easy to set up, and the support team is great! Any issues that we've had were answered and addressed immediately!"

By leveraging CiraSync's powerful features and exceptional support, TechBldrs successfully bridged the connectivity gap for their diverse clientele, empowering businesses across industries to work smarter and more efficiently.

> We know for a fact that CiraSync is the simplest and most cost-effective solution for syncing Microsoft 365 Public Folder and GAL contacts with smartphones.
>
> **Tim Wachenfeld,**
> Technical Field Consultant, TechBldrs

About CiraSync

The smartphone is an indispensable business tool which has radically changed the way we work. Business users require accurate and up-to-date information on customers, vendors, prospects, and coworkers at all times. Likewise, they need the ability to ensure important meetings and opportunities don't slip under the radar.

Microsoft has no mechanism, currently or in development, to automatically sync Microsoft 365 shared contacts and calendars to smartphones. Without an automated sync solution, employees waste time manually looking up and updating current contact information, miss important meetings and deadlines, or are forced to work with outdated and often inaccurate information. This means a loss of productivity for employees and loss of revenue for businesses.

More than 12,500 companies with over 300,000 users rely on CiraSync every day.

CiraSync Solves the Automated Microsoft Sync Dilemma

CiraSync is a secure, Azure-based SaaS solution which enables the automated syncing of shared contacts and calendars to smartphones. It provides centralized administration with single sign-on, granular control, and best-in-class support. There is no software to install, no client configuration, and no need for user training. It just works.

The CiraSync Enterprise Edition provides the following benefits:

- Scalable to 1,000s of smartphones.
- Sync unlimited number of contacts, shared calendars, and notes multiple times a day.
- Sync Salesforce (native connector) plus 170 CRMs and enable access to customers, leads, and prospects on smartphones
- Control who gets which contacts and calendars by leveraging existing distribution groups.
- Global IT Administrator manages all users from a central dashboard.
- Free support via phone, email, live chat, and remote sessions.
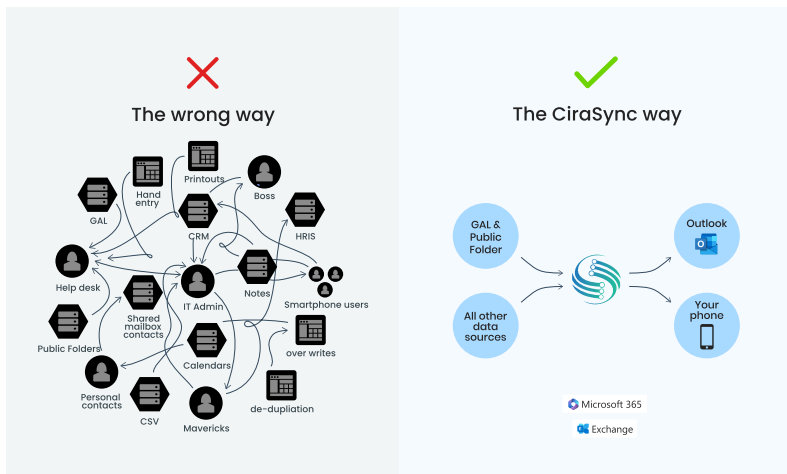
So easy to set up

I like that it is so simple to setup. The pricing model is great and affordable! It automates contact and calendar sync, and it has increased employee productivity!

Cheryl P.,
Systems Engineer

CiraSync Solutions

1. Sync the Microsoft 365 shared Global Address List
2. Sync Microsoft 365 shared calendars
3. Sync Microsoft 365 Public Folder contacts and calendars
4. Sync Salesforce (native connector)
5. CiraHub - offers real-time synchronization of contacts, calendars, public folders, GALs, CRMs, leads, and more across various business applications
6. SyncGene - a CiraApps solution that enables users to sync their contacts, calendars, and task data across popular applications such as Google, iCloud, Microsoft 365, and Exchange
7. CiraSync On-Premise (formerly iTrezzo) - a cloud-based solution specializing in contact management and synchronization between Microsoft Exchange environments, automating the syncing of GALs, public folders, calendars, CRMs, and notes to smartphones

Sync Shared Microsoft 365 Global Address Lists to Smartphones

Employees in various industries need access to accurate and up-to-date contact information on their smartphones. With automated syncing of the Microsoft 365 GAL using CiraSync, employees can immediately identify critical business calls with guaranteed, up-to-date Caller ID, ignore unsolicited callers and robocalls, look up and reach co-workers by role or location, and never have to manually update a GAL again. This is especially important in the era of remote work and distributed teams, where quick and reliable communication is essential for collaboration and productivity.

The IT department also benefits greatly from automating the process of updating the GAL multiple times a day. They can onboard new employees with the latest contact lists instantly, leverage existing distribution groups for targeted updates, reduce smartphone data costs by syncing only changed contacts, and automatically filter out legacy data. By streamlining this process, IT can focus its valuable time on projects that are critical for the company's success in an increasingly competitive and technology-driven business world.Now, IT can use its valuable time on projects critical for the company.

Problem solved! Finally!

Getting up-to-date contacts to employees on different devices and with different specific needs has ALWAYS been an issue. With CiraSync, the problem was solved easily and at a minimal cost. The customer service is excellent, rapid, and spot on! Being able to talk to a live person each time I called is a relief because it makes me feel like this product and company would be there to support us even after the sale. CiraSync is a huge win for our IT Department!

Tomas H.,
Government Systems Administrator

Sync Shared Microsoft 365 Calendars to Smartphones

As remote work and distributed teams have become more popular, it's more crucial than ever for employees to have access to the latest schedule changes, whether they're working remotely, across multiple locations, or in the main office. With CiraSync, shared Microsoft 365 calendars are always synced and accessible on smartphones. Any changes to client meetings, schedules, shifts, critical meetings, company events, and training sessions are instantly available to all employees, ensuring everyone stays informed and aligned.

For the IT department, managing this process is streamlined and efficient. They can make changes and updates on central calendars, and CiraSync instantly updates all targeted calendars using existing distribution lists. This reduces manual work, minimizes errors, and allows IT to be more agile in supporting the organization's needs.

Easy setup for a very important feature

CiraSync provides a feature many of our clients have been asking for. CiraSync works well with Microsoft 365 and syncs contact details to clients. The setup is easy and managing the automation is simple. This is something we have not achieved well with any other solution.

Markus H.,
CEO

Sync Shared Public Folder Contacts and Calendars to Smartphones

Many companies, organizations, and groups rely on Microsoft 365 Public Folders to store and share contact address lists, calendars, and memo notes. However, Microsoft 365 and smartphone applications don't provide a built-in mechanism to sync or access Public Folders on smartphones. This can lead to communication breakdowns and hinder productivity for employees who heavily rely on their mobile devices for work.

CiraSync solves this problem by automatically syncing Public Folder contacts, calendars, and notes to Outlook, making them easily accessible on smartphones. This ensures that all employees have the information they need at their fingertips, regardless of their location or device, enhancing collaboration and efficiency in an increasingly connected business world.

Sync CRM Contacts to Microsoft 365 and Business Smartphones

Customer relationships are a major key to business success. Having accurate CRM contacts (customers, prospects, and vendors) accessible on business smartphones can significantly amplify the value of CRM investments. When employees have easy access to up-to-date CRM contacts, they can improve productivity, positively impact sales revenue, and enhance customer success. This is particularly important as businesses navigate the challenges of remote selling and customer engagement in the post-pandemic world.

However, providing each employee with a CRM license can be costly and often unnecessary, as most employees only need access to CRM contacts. CiraSync offers a cost-effective solution by automatically syncing CRM contacts to hundreds of employees' smartphones for a fraction of the cost of a license. CiraSync offers a native connector to Salesforce, HubSpot, ActiveCampaign, Procore, and more, making it a versatile tool for businesses using various CRM platforms.

As Jessica R., an IT Specialist, testifies, "The software works amazingly! It allows us to easily edit user information company-wide! It's easy to use and navigate. Not to mention, the customer support is great!" In an era where businesses must adapt quickly to changing market conditions and customer needs, having reliable, user-friendly tools like CiraSync is essential for staying competitive and driving growth.

How Cira Apps Keeps Customers' Data Secure

As cyber threats continue to evolve, Cira Apps remains committed to upholding the highest standards of data protection and investing in ongoing security improvements to stay at the forefront of cloud security best practices.

By implementing these robust security measures and maintaining compliance with stringent regulations and standards like GDPR, SOC 2, and ISO27001, Cira Apps provides customers with the assurance that their data will remain private and secure within the CiraSync platform. Enterprises can confidently use CiraSync across their organizations, knowing that Cira Apps takes extensive precautions to safeguard their sensitive information.

Great Software! Great Customer Support!

The software works amazingly! It allows us to easily edit user information company-wide! It's easy to use and navigate. Not to mention, the customer support is great!

Jessica R.,
IT Specialist

GDPR Compliance

CiraSync is compliant with General Data Protection Regulation (GDPR), a comprehensive Personal Data Protection law that became enforceable in May 2018, and it is still year to date in the European Economic Area (EEA) and the UK. The GDPR sets a new standard in terms of the safe keeping and confidentiality assurance of Personal Data under Processing that companies must assure. To ensure a compliant mode of operation, Cira Apps has undergone a Corporate Data Protection Impact Assessment, to assert what in both its operation and IT Landscape was compliant with the legal requirements as what was not; having them defined and implemented adequate mitigation actions which led to a compliant mode of operation. These include, yet are not limited to, having implemented Data Processing Agreements with all customers (the Controllers) and vendors (the Processors), having established processes to honor the exercise of Rights by the Data Subjects; maintaining detailed Records of Processing Activities. The company has also appointed a Data Protection Officer to oversee compliance towards applicable Personal Data Protection legislation.

SOC 2 Type 2 and ISO 27001 Compliance

In addition to the GDPR, CiraSync has achieved a SOC 2 Type II report after undergoing rigorous third-party audits. SOC 2 is a widely recognized auditing standard developed by the American Institute of CPAs (AICPA), which evaluates a service provider's controls related to security, availability, processing integrity, confidentiality, and privacy. The Type II designation indicates that these controls have been validated over an extended period. Cira Apps' completion of SOC 2 Type II audit demonstrates its strong commitment to data security.

Additionally, the Corporate Data Protection Impact Assessment which led to a compliant mode of operation with the GDPR, had its IT Security Assessment performed in view of ISO27001 controls and adequate technological mitigation actions were implemented in line with these requirements.

For customers based in the EEA and the UK, CiraSync uses Microsoft Azure data centers located in the European Union (EU) to store and process all customer data (including Personal Data pertaining to resident natural Persons in the EEA). This ensures that Personal Data pertaining to residents in the EEA and the UK is not transferred outside of the EEA and the UK. Microsoft Azure complies with a broad portfolio of international and industry-specific standards, such as ISO 27001, HIPAA, FedRAMP, SOC 1, and SOC 2.

As a Software-as-a-Service platform built on Microsoft Azure, CiraSync integrates tightly with Azure's security features and utilizes the Azure Consent Framework for authentication and authorization. The Azure Consent Framework ensures that users have full control over which applications can access their Microsoft 365 data and requires explicit consent before granting access. CiraSync does not store any Microsoft 365 login credentials. All subscriber data is encrypted and stored securely in the Microsoft Cloud, taking advantage of Microsoft's robust physical and logical security measures.

Key Security Features

Some key security features and practices Cira Apps has implemented for CiraSync include:

Single Sign-On (SSO) Support: CiraSync supports single sign-on through Azure Active Directory, Active Directory Federation Services (ADFS), Okta, OneLogin, and other identity providers. SSO allows users to access CiraSync with their existing corporate credentials and enables IT administrators to centrally control authentication policies.

Data Encryption: All customer data is encrypted at rest using AES-256 bit encryption and is encrypted in transit using Transport Layer Security (TLS). Encryption keys are stored in the Azure Key Vault, a secure key management service that leverages FIPS 140-2 validated hardware security modules to protect cryptographic keys.

Multi-Factor Authentication (MFA): CiraSync requires multi-factor authentication (MFA) for all administrator access to the system. MFA provides an extra layer of security beyond usernames and passwords by requiring administrators to provide a second authentication method, such as a code from an authenticator app or a hardware security key. Detailed Audit.

Logging & Monitoring: CiraSync logs all system activities and configuration changes for auditing purposes. All logs are always centrally collected, monitored, and analyzed to detect suspicious activities or potential security breaches. Cira Apps' security team investigates and responds to any security alerts on a continuous basis.

Granular Administrator Permissions & User Provisioning: CiraSync provides a granular permissions model that allows companies to designate multiple administrators and grant them specific privileges. Administrators can be limited to managing only certain features or a subset of users. User provisioning can be automated through integration with Azure AD or other identity management systems.

Automatic Offboarding of User Access: When an employee leaves the company or no longer requires access to CiraSync, their access is automatically revoked through integration with the company's identity management system. This ensures that former employees cannot continue to access sensitive data.

Geographically Distributed Data Centers with Failover and Backup: CiraSync is hosted in geographically distributed Azure data centers to ensure high availability and disaster recovery. Customer data is replicated across multiple data centers within a region. In the event of a data center outage, CiraSync automatically fails over to a secondary data center to minimize downtime. Regular data backups are performed and stored in geographically separate locations.

Penetration Testing by Independent Security Firms: Cira Apps engages independent third-party security firms to conduct regular penetration testing of the CiraSync application and infrastructure. Penetration testing simulates real-world attacks to identify any potential vulnerabilities in the system. Any identified security issues are promptly remediated based on severity.

About Cira Apps Ltd.

Cira Apps Ltd. is a SaaS company with solutions that enhance Microsoft 365 productivity for iPhone and Android business users. CiraSync, the flagship product, is used by more than 300,000+ users at 12,500+ companies around the globe to automate the syncing of contacts and shared calendars to business smartphones.

The company is headquartered in Austin, Texas.

Learn more at www.cirasync.com.