



*With FILEminimizer Office, we could significantly reduce the support requests in the IT helpdesk from employees who were trying to send large PowerPoint, Word or Excel files via email“*

**Warren Blythe**  
**IT Helpdesk**  
**WD 40 UK Branch**

## Fast E-mails with optimized, small file attachments put a smile on the face of the customer

WD-40 Company is a global consumer products company with headquarters in San Diego, CA. The complete country subsidiary in the United Kingdom uses client licenses of FILEminimizer together with the integration into the company's E-mail system to improve the E-mail communication with customers, stakeholders and with the U.S. headquarters.

### CUSTOMER PROFILE

WD-40 Company is a global consumer products company with brands that deliver above expectation performance at extremely good value to end users who buy in a variety of trade channels. WD-40 products are found under the sink, in the garage and in toolboxes of loyal fans in more than 160 countries around the world.

### THE SOLUTION

The IT helpdesk of WD-40 in the United Kingdom evaluated several options and chose to implement a multi-user license of FILEminimizer Office to all of its Microsoft Office users in the UK. The IT helpdesk could easily and effortlessly deploy FILEminimizer Office to every PC in the UK office.

### BUSINESS BENEFITS

FILEminimizer Office now automatically compresses every PowerPoint, Word or Excel file before it is sent out via email. As the file format is not changed, it is always guaranteed that the receiving user or customer can simply watch, use or modify the file. The employees at WD-40 are very satisfied with the tool. It is easy to use and puts an end to their frustration when they wanted to send a large Microsoft Office file. With FILEminimizer Office, the employees could significantly increase their productivity when dealing with large Microsoft Office files. *“With FILEminimizer Office, we could significantly reduce the support requests in the IT helpdesk from employees who were trying to send large PowerPoint, Word or Excel files via email“, says Warren Blythe from the IT helpdesk. “plus we could register extremely positive effects on the development of storage, bandwidth and exchange server storage after the deployment of FILEminimizer Office.“*

### CUSTOMER CHALLENGE: E-MAIL COMMUNICATION BOTTLENECKS

Employees at WD-40 use regularly PowerPoint, Word and Excel to create presentations, documents and spreadsheets for internal and external use. In departments like Marketing or Sales, the use of images, graphics and other media material led to the creation of Microsoft Office files of enormous size with some files exceeding a file size of 100 MB. Apart from the growing need of storage to save these Microsoft Office files, it was impossible to send such files via email to customers or other colleagues. Also, big Microsoft Office file attachments led to congested email inboxes. Due to email attachment size limitations, the employees frequently consulted the IT helpdesk and invested themselves valuable time in trying to use unconventional methods to be able to send large files via email.

## Key Highlights

### ORGANISATION:

WD-40 company, headquarters in San Diego, UK branch

### INDUSTRY:

Consumer products

### CHALLENGES:

- Impossibility of sending large Office files via email
- Increasing storage on Exchange server
- Increasing costs for bandwidth
- Productivity decrease when dealing with large Office files

### SOLUTION:

FILEminimizer client-based licensing with Email integration

### ACHIEVED RESULTS:

- Automatic compression of Office attachments
- Exchange server, bandwidth and storage savings