

The eXpresso service hosts Excel business communities where users can store, edit, or instantly share Excel spreadsheets in real time. eXpresso extends one of the most popular, pervasive desktop applications on the globe to the Web 2.0 world where users have come to expect interaction with current, “live” data.

PC World Magazine has selected eXpresso Corporation to join Google, Apple (for iPhone), Facebook and 21 other winners for its “The 2008 PC World 25 Most Innovative Products Award”.

LEADING ENVIRONMENTAL ORGANIZATION RELIES ON EXPRESSO FOR REAL-TIME GLOBAL COMMUNICATION

When we sit down to enjoy our favorite seafood dish at home or at the town’s best restaurant, we give little thought to all the organizations and personal effort that goes into ensuring seafood quality and sustainability. *Thank goodness!*

Behind the scenes and out of mind, organizations like *Friend of the Sea* are looking after our planet’s resources, the seafood industry’s best interests, and by extension, are ensuring our dining enjoyment. They work, we eat. Good. *Bon appetite!*

A NOBLE MISSION

Friend of the Sea is a global certification body for fisheries and aquaculture. They set criteria for quality and sustainability, and help ensure that its members abide by applicable international laws and conventions. The list of participating fisheries and seafood products is rapidly growing. *Friend of the Sea* Certification is fast becoming a mark of excellence by both industry and consumers alike.

The *Friend of the Sea* organization is truly global with associates on six continents. Coordinating and communicating across 24 time zones can be a logistical nightmare. And the associated operational expenses could cripple an organization trying to remain viable and grow on limited resources.

THE TECHNOLOGY KEY

As might be imagined, it’s no small task managing a governing body with global responsibilities. From his Milan, Italy office, Executive Director Paolo Bray spends a good deal of his time looking for ways to maximize his organization’s productivity and responsiveness.

Paolo: “We’re convinced the use of technology is at the core of our effort to grow and expand our global influence. Skype and eXpresso are two examples of leading edge advances that allow us to communicate better, faster, and with less expense than we could have ever imagined just a few years ago.”

The rationale for Skype is self-evident. Hundreds of international calls every week via traditional means would generate incalculable phone bills that could threaten the very existence of *Friend of the Sea*. By adopting Skype as their primary service, phone expenses are slashed.

THE EXCEL – EMAIL DISCONNECT

Like many companies, from Mom & Pop shops to corporate giants, the core management application of *Friend of the Sea* is Microsoft Excel. Generating forecasts, formulating budgets, and tracking industry trends are common tasks. But the value of the information is dependent on currency and accuracy. In other words, getting it now and getting it right are what really matter.

Gathering *Friend of the Sea* associates on a Web Conference for real-time updates isn't practical. The time consumption of a daily meeting is unacceptable, and with associates dispersed around the globe, there's no way to include everybody without rousing someone out of bed in the middle of the night.

For most companies, the default method (and for now corporate standard) of information and file exchange is email. But for all its benefit and ubiquity, there is a growing recognition of its inherent limitations, and in some cases, risk.

Paolo: "I realized the shortcomings of emailing files some time ago while at a financial organization. As soon as you email a file for input by others, your information is obsolete and of limited value. Until all file versions are returned and reassembled into one document, there can be no accurate work product. I knew there had to be a better way – I just didn't know what it was."

THE QUEST FOR ADVANTAGE

When Paolo took the reins at *Friend of the Sea*, he hoped the solution to working with outdated information might be found in a Web 2.0 technology that offered a more centralized exchange-point for data. The search began.

Paolo: "Online spreadsheets: I tried them all, and frankly, most were very good applications. Surprisingly though, the service that had the most sophisticated features was also the easiest to use. It was eXpresso."

eXpresso has secure online storage and real-time multiple-user editing of Excel spreadsheets. Advanced features such as an array of alert options, a function for "comparing" spreadsheets to identify cell differences, and the capability to produce an audit trail are all factors that contribute to setting eXpresso apart. But the real clincher was the eXpresso handling of Excel.

Paolo: "Everyone at *Friend of the Sea* uses Excel spreadsheets. We tried other sites that featured their own version of a spreadsheet. During uploads to them, some Excel data mysteriously disappeared. Of course, that was unacceptable. But eXpresso is specifically designed for Excel, and it works just great."

The *Friend of the Sea* business model is a typical fit for eXpresso, and their use is a good demonstration of practicality and value.

- Like 90% of businesses worldwide, Excel is a core business application
- Multiple "collaborators" are geographically dispersed
- The value of information is dependent on its currency (real-time)

SHRINKING THE 21ST CENTURY WORLD

Here's an actual scenario that illustrates eXpresso convenience and vital communication role. *Friend of the Sea* has associates around the globe, from France to Australia to Canada to Viet Nam, who coordinate membership with fisheries that may have a multi-national presence. To avoid confusion, contacts and relationship cultivation shouldn't be duplicated. One of the many management spreadsheets on eXpresso is an *account status* that associates can check or update at any time of the day or night. There's now one central up-to-the-minute document that tracks activity and contacts so there is never an overlap of effort or marketing conflict. Accuracy: *100%*. Age of data: *< 5 seconds old*. Total emails required: *zero*. Excel files needed to be stored on the local computer: *none*.

For these kinds of business purposes, there's no alternative to eXpresso. *Friend of the Sea* has ten associates accessing this particular file. But for them, or any organization, the *file* could be an Excel spreadsheet with *any information* that multiple parties need to view and/or update. And the *community of associates* could be *any* number of users: *two, ten, two hundred...*

Friend of the Sea provides a valuable service to the seafood industry and its customers. Its management has been aggressive in finding ways to work faster, smarter, and generate more value for its constituents. By adopting technologies such as eXpresso, *Friend of the Sea* is in a stronger position to grow and increase its positive impact on the seafood industry.

More about Friend of the Sea

Friend of the Sea is an international organization devoted to the Certification and promotion of seafood from sustainable fisheries and aquaculture. *Friend of the Sea* coordinates product auditing and accreditation for industry, but the beneficiaries of their work extends to consumers, retailers, and the environment. Visit them at www.FriendoftheSea.org.

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