



## MagiCure Case Study

<b>Company Name</b>	Celltick (www.celltick.com)
<b>Industry</b>	Mobile marketing solutions
<b>Number of PCs</b>	Several Hundred
<b>IT Challenge</b>	Provide mobile users a quick and instant recovery tool to recover their own laptop when they are travelling
<b>Solution</b>	MagiCure Instant Recovery Solution

**Celltick** is the leading provider of innovative mobile marketing solutions for the idle screen. Led by its flagship offering LiveScreen® Media, Celltick mobilizes the power of the idle screen, handling over **60 million monthly transactions** through agreements with **over 40 mobile operators worldwide**. From zero to 40 million in just two clicks, Celltick is the driving force of mobile marketing

### The Problem:

Celltick is a company that works with mobile operators worldwide. Project managers and sales professionals of the company are “travelling” worldwide with their laptop which is the most important tool for them. So it is crucial that the computer always works.

### The Need:

After several cases of “bad experienced” with computer problems just before an important meeting or presentation, it was decided to look for an efficient recovery product that will allow the user to return the computer user to work in any malfunction.

## **The Solution:**

Installing the software completely dropped the cases where the company's employee is disabled due to a computer failure that is not a hardware failure. Each user can now return to his work computer in seconds with no understanding of computers regardless of whether the problem is: a virus, bad software updates, missing document, etc.

*“MagiCure reduced almost 95% of the problems caused by computer glitches. Today our people are functioning independently and almost no appeal to the company helpdesk  
Can say with satisfaction that the ROI also amazing. At the first problem with the investment we put a lot more than that  
we returned the investment on the software and even more at the first time a problem occurred and our project manager returned his own computer to work in seconds without involving the company's support or contact a local support provider.  
A must have software on every PC”*

*Nati A, Director of IT and Professional Services*