



## Case Study

# Unlocking Value Through Email Lifecycle Management

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*Following a period of considerable company growth, Brixton Plc, the UK's leading specialist provider of industrial and warehouse property, was faced with a messaging system that was struggling to cope with the spiralling volumes of email generated and received on a daily basis. With users regularly hitting their email quotas, and unwieldy PST files compromising the back-up capabilities, Brixton Plc looked to bluesource, a leading specialist in email solutions and messaging environments, to address the challenges of email lifecycle management, storage and retrieval.*

Brixton owns or manages around 18m sq ft of industrial and warehouse space in 85 locations and prides itself on the delivery of high quality service to its occupier customers. The company has seen considerable company growth in the last two years, and turned over the entire value of its property portfolio in sales and acquisitions during the same period. In the context of this rapid company growth and with offices in London, Heathrow and Manchester, effective communication systems are essential to the business.

As with any successful, fast-paced company, rapid growth can place additional constraints on IT infrastructures, and ensuring that the Exchange environment is stable to accommodate all users, is a top priority to companies using email as their primary method of point-to-point communication between individuals and organisations alike.

Email is now considered a business-critical system by most organisations, so failure to manage this service appropriately is likely to not only impact business operations, but could also lead to financial losses either through fines or litigation. The sheer volume of email passing through an organisation presents a set of unique problems for both the IT department and the end-user.

Furthermore, this information is all too often unsecured, unmanaged, and unavailable to the rest of the organisation, while the IT department struggles to keep up with untenable and potentially cost-prohibitive storage requirements.

### **Email Overload**

Following a review and overhaul of its Exchange messaging system, Paul Lawson, Head of IT, was aware that due to the added burden of additional Exchange users, the influx of email was becoming more and more difficult to manage, as inboxes were hitting quotas levels, and the database archive was cumbersome and potentially unstable, posing the added threat of compromised service levels and data corruption.

“Our Exchange system is business critical as we deal with and receive, hundreds of emails everyday that incorporate large attachments which could be anything from a tenants’ contract or legal papers from a solicitor,” said Paul Lawson, Head of IT, Brixton Plc. “Staff were using standard PST files to store email and they were hitting 2GB on a regular basis. These PST’s were prone to corrupting and the IT department was spending a lot of time helping users find email data, answering queries and supporting the system to keep it running. We were looking for a solution that would manage the exponential growth of our email stores, expand mailboxes indefinitely, while storing all messages and attachments for retrieval purposes, but in a cost effective manner. We also needed to import all PST’s so all data was stored in one place and ultimately for the IT department, we wanted to reduce the time spent on supporting the communications system, and get back to developing more strategic IT projects.”

In a previous role, Paul Lawson had identified the leading email lifecycle management solutions on the market and following a web search, contacted London-based **bluesource**, to provide a company-wide solution.

### **The Key to Email Control**

Leading specialist solution providers, **bluesource**, carried out a demo of the Enterprise Vault from Symantec and Paul Lawson and his team concluded this was the best fit for their policy-based email management and archiving needs, due to its superior functionality and specifically, its journaling feature. This allows Brixton to retain a copy of every email that enters the company, negating the worry of staff members accidentally or purposely deleting data, enabling Paul

Lawson and his team to identify messaging trends, and monitor electronic data transfers, providing overall greater visibility of the network.

Working with Platinum Symantec Partner, **bluesource**, the solution was installed. **bluesource** offers a range of services designed to enable clients to focus on their business, while **bluesource** experts focus on delivering the maximum value from existing or new investments in Microsoft Exchange environments.

“The Vault has enabled us to pull together our disparate PST files and import that data into our main system, keeping all archived information online at all times and cutting down time spent on support,” commented Paul Lawson. “The email stores were growing at approximately 1GB per day and instead of having to worry about storage issues, we can keep the information stores at a static 16-20 GB without having to throw additional cost and disk space at it.”

Following the installation, **bluesource**, Brixton’s preferred messaging partner of choice, continue to support the Exchange archiving environment and bi-annual healthchecks conducted by **bluesource** consultants, ensure that the system is kept up to date with necessary upgrades, guaranteeing reliability of the Exchange server, maximising flexibility, scalability and overall performance rates of Exchange data stores. Enterprise Vault acts as a high scale, long-term repository. Server performance is dramatically improved and users enjoy instant and transparent access to all of their email without associated cost and management issues. Information can be taken from Exchange to the Vault and very quickly restored for easy access.

“**bluesource** will go that extra mile to ensure support is available when needed, the helpdesk is very responsive, account management has been good, and if there is an issue, they will work until it is resolved,” noted Paul Lawson.

**bluesource** is a leading specialist solutions provider that uses its proficiency within the Microsoft Exchange and messaging environments to help companies implement the right solution, bridging the gap between business benefit and IT.

### **Policy-Based Approach**

“We have since implemented email policies to ensure the maintenance of the system, as our endgame is to store all email and attachments in the Vault,” said Paul Lawson. “We wanted to

negate any confusion from users, especially the heavy email users, as to what they could keep and what they couldn't. We took that query out of the equation by setting an automated archive policy, without users even knowing, as the system is transparent and email is still accessible.”

Paul Lawson set the email policies to automatically archive all email and attachments over three months old. Email in inboxes of two weeks old would be kept live unless over 2MB, to keep the stores running smoothly. Inboxes of the heavy users, usually senior management, were cut from 1GB to 300MB.

“**bluesource** has helped us address the needs of our business as email is such a critical application, we need to be able to rely on it working,” noted Paul Lawson. “For our users, there has been no change to the system as they still see the email and subject headers as normal, without the confusion of trying to find email in different places such as their PST files or on the corporate system. The IT department have seen a considerable difference from not having to answer on-going queries and by not having to spend time supporting the system. At the back-end, we didn't have to upgrade our mail server, so there was no capital expenditure on hardware, and **bluesource** are on hand for all first and second line support.”

**For further information, please contact:**

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