

MAILSCAPE CASE STUDY

The Customer: Blue Mountain Resorts

Blue Mountain opened in 1941 with three ski trails. It was the realization of the dream of Czechoslovakian-born founder Jozo Weider—to popularize skiing as a recreational sport in Ontario, Canada.



Over sixty years later, Blue Mountain Resorts is a year-round destination for skiing, snowboarding, mountain biking, golf, and business conferences. The company employs 450 year-round staff and up to 1700 seasonal staff.

The Challenge: Optimize Exchange System Performance Without a Dedicated Exchange Administrator

Blue Mountain relies on email as a vital communications medium with their customers, particularly their members and season pass holders. The company distributes information about special events, promotional offers, and weather conditions via email to its database of customers—the timely delivery of which directly impacts revenues.

“Email is the lifeblood of our sales and marketing efforts,” says Mike Nancekivell, IT Manager for Blue Mountain. “Microsoft Exchange is highly reliable as long as you keep on top of the necessary daily management; but like many IT departments, we are a team of generalists with responsibility for the entire IT infrastructure. We have more tasks than we have time in the day, so routine items often get pushed back while we deal with the inevitable crises that make IT so much fun.”

About ENow, inc.

ENow is a Microsoft Gold Certified Partner specializing in high-end Exchange consulting and the development of software to simplify Exchange system management. The company’s flagship product is an innovative utility called Mailscape that provides administrators with a ‘one-look dashboard view’ of the entire Exchange environment. ENow is headquartered in Orange, California, and is proudly represented by a world-wide network of resellers and distributors.



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The Solution: Mailscape for Automated and Simplified Exchange Management

Mailscape is a unique and innovative systems management tool that combines all the key elements for Exchange monitoring, administration, and maintenance in a single solution.

Mailscape's sleek dashboard provides you with vital information about each server's current state and growth rate to facilitate proactive Exchange management.

"When our software VAR, Fleximation Systems, introduced us to Mailscape, they described it as a 'virtual Exchange administrator' that would enable us to manage Exchange with a quick glance at a single screen," recalls Mr. Nancekivell.

"It sounded too good to be true. But the trial package installed in our production environment in a matter of minutes, and by the end of the day we could not remember what life was like before Mailscape."



The Result: Blue Mountain Gets 'Mailsaped'

JP Gundotra, Principal Architect at ENow, inc., describes Mailscape as 'built by Exchange admins for Exchange admins.'

"A decade of Exchange consulting experience was built into Mailscape," says Mr. Gundotra. "Our overarching goal was to build a product that provided all the vital information necessary to keep Exchange happy and healthy in an intuitive one-look dashboard—without overwhelming the user with extraneous data. It is gratifying to receive feedback such as this from our customers, as it validates all the effort we put into Mailscape's elegant simplicity."

"Straight out of the box Mailscape increased our efficiency," says Mr. Nancekivell. "We are able to provide better service to our end users because we know Mailscape is keeping an eye on the most critical component in our environment. Mailscape alerts us to issues while they are small enough to be resolved before they impact our end users. Even better—and this is what sets Mailscape apart—the dashboard directs us to the probable cause so we can react quickly and correctly."