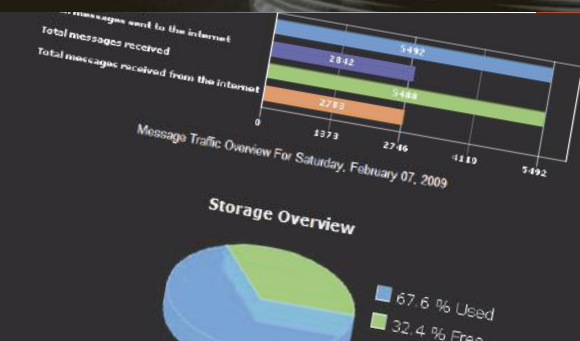


# Managing the Cost of Email Services



## World's First YMCA uses Mailscape™ to Control Expenses Related to its Corporate Email Systems

Central YMCA is the UK's leading 'activity for health' charity, offering a wide range of health, fitness, and wellness activities and programs. Apart from being the world's first YMCA, it is distinctive for having a health and arts focus which is delivered through multiple operations.

As a non-profit organisation efficiency is paramount, and since Central YMCA is the parent company of six highly diverse subsidiary operations, its management team wanted to control and reduce IT service expenses by assigning costs to each operation based on usage, not on the number of employees.

Nick Gatt, Head of IS for Central YMCA, expounds upon the importance of such reports:

*"Senior management needed and wanted to understand the costs of IT resources [such as storage and bandwidth related to email] that each department was incurring. I needed to be able to quantify the cost associated with each activity so that management could reduce their cost of operations."*

**Mailscape™** was the only Microsoft Exchange monitoring, administration and reporting tool that could fulfil Central YMCA's unique requirements while remaining within their fixed budget.



## Key Benefits

- Gives clearer visibility of IT spend.
- Generates point in time reports, 24 x 7.
- Helps assess the implications of expanding or reducing services.
- Saves hours spent producing reports manually.
- Improves visibility of the IT department throughout the organisation.
- Helps meet Service Level Agreements.
- Enables proactive Exchange service management and avoids outages.

## Reporting Services

- One time reports that automatically self-generate when viewed.
- Individually tailored dashboards showing the information needed by the relevant management roles.
- Over 180 'off the peg' reports.
- Mailbox reporting to assist with planning upgrades and migrations.
- Fast, simple generation of custom reports.

## Monitoring Services

- Monitors every key element of your Exchange & PDA service (including ActiveSync & BlackBerry Enterprise Server).
- External mailflow testing delivery and latency of mailflow from the organisation.
- One-look status screen shows the health of your messaging services.
- Monitoring, reporting and administration in one solution.
- Manage & report on multiple domains from a central location.
- Supports Exchange 2003, 2007 & 2010.

## What the Customer Said...

*"The IS Department is now considered in wider terms than support. We are seen more as a proactive, valued and contributing member of the organisation because not only are we supplying management with the critical data they need, but we're doing it in such a way that saves both our department and our management time. I no longer have to send the monthly reports each manager needs, I can decide once which reports to include for each manager's dashboard. It saves them from waiting to receive the reports each month, and saves me from having to constantly prepare them."*

*"The installation was simple and easy, and the adoption by our entire staff was nearly instantaneous."*

Nick Gatt  
Head of IS, Central YMCA

## Granular Reporting & Instant Visibility

The first task was to find an email reporting tool that could deliver the granularity of data needed to manage business costs at the departmental user level. Since Central YMCA's corporate hierarchy is reflected in its Microsoft Exchange and Active Directory (AD) layout, Gatt needed a product that could sit alongside the existing infrastructure and provide metrics based on certain AD fields. The Head of IS looked at another popular Exchange reporting tool, but it did not provide the granularity of information his management desired. In addition, his team would have been forced to change their current working practices in order to gather the critical data required. Gatt explains: "Mailscape was the only tool customisable enough for our needs. Almost out of the box we could get what we wanted: real time reports, displayed in an on-screen dashboard, that could be emailed to management within 20 seconds."

## IT Department Empowers Cost Control

The information provided by Mailscape gave senior management the ability to not only assign a cost to the size of a user's mailbox, but also to understand the reasons behind the cost. The end result was that the IS department played an integral role in reducing operational expenses through their efficient allocation of resources. Their department went from simply reacting to problems and reporting on what had taken place, to empowering senior management by providing them with detailed reports showing the cost implication of each alternative action.

## Opening the Email 'Black Box'

Gatt describes the initial effect Mailscape had on his senior management: "They were delighted that something that had been invisible, like an email inbox, was now a quantifiable business expense. Armed with this knowledge, management could now comprehend the relationship between a mailbox size and the costs necessary to maintain it."

## Pro-Active Exchange Management Made Easy

While the Head of IS uses Mailscape mostly to assist him with monthly reporting, the rest of his staff uses Mailscape's monitoring capabilities to proactively manage their email systems and prevent outages. Mailscape's intuitive design meant Central YMCA staff benefited quickly from the solution. "The installation was simple and easy," remarks Gatt, "and the adoption by our entire IT staff was nearly instantaneous."

See Mailscape for yourself - call Essential today.

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