Using Mailscape™
to Manage IT Spend

World's First YMCA uses Mailscape to Control Operational Expenses

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. This includes London's premier health and fitness club, YMCAfit; One KX, which provides innovative arts and cultural activities, and Y Touring, the company's award-winning national touring theatre.

As a non-profit operation, efficiency is paramount to ensure that as many people in the community as possible can benefit from the services Central YMCA provides. Since Central YMCA is the parent company of six highly diverse subsidiary operations, management wanted to control and reduce their IT service expenses by assigning costs to each operation's department 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] 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."

essential ℮

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+44 (0)1275 343199
info@essential.co.uk
www.essential.co.uk

CENTRAL YMCA

Meeting Compliance Needs

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: "We would have had to restructure all the organisational units. **Mailscape**™ was the only tool customisable enough for our organisational needs. Almost out of the box we could get what we wanted: real time reports, displayed in an on-screen dashboard, that could instantly be placed into Excel and emailed to management within 20 seconds."

Using Customised Reporting to Reduce IT Costs

The Head of IS needed the ability to put a value on the IT resources (such as the cost of transmitting email) and be able to explain to senior management the cost implications of expanding or reducing it. Mailscape was able to fulfill Central YMCA's unique requirements while remaining within their fixed budget, which is especially important for charitable organisations.

The Head of IS successfully met the challenge presented by senior management by giving them 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. Gatt describes the initial effect Mailscape had on his senior management:

"Management was very pleased. 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."

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