

CASE STUDY

Hill+Knowlton

Communications consultancy

The customer

Hill & Knowlton, Inc. continues to dominate as a leader in the international communications consultancy industry. Headquartered in New York, the firm boasts 81 offices in over 40 countries, as well as an extensive associate network. With local, multinational and global clients, H&K is proud to be an agency within WPP, one of the world's largest communications services groups.

The challenge

To find a monitoring tool the Help Desk could use to assist in managing the Exchange environment.

With all the different elements that had to be monitored in Hill & Knowlton's infrastructure, ranging from Exchange queues and MAPI connections, to the storage group health and disk drive space, Vicente Fraser, the Systems Architect at H&K's U.K. offices, found that other popular Exchange tools did not suit the unique needs of their environment. In order to effectively monitor H&K's environment, Fraser went on a quest to find a centralized monitoring solution that could prevent his team from having to check on vital aspects upwards of three times a day.

H&K's IT team evaluated two other Exchange management tools—a dedicated monitoring product and a dedicated reporting product. The monitoring product was not feasible for H&K as it required a team of people just to learn and implement the tool. The resources necessary to deploy the product were beyond the organization's budget as well. The reporting product could not offer the level of customization needed in order to generate the statistics that were considered business critical for H&K. The statistics it did provide had no relevance for how efficiently their environment was functioning. "The sheer variety of information was bewildering rather than helpful," Fraser explains. "The overload of details from both products actually caused issues instead of preventing them. Also, with the other products, there was too much training necessary in order for other members of the organization to be able to help me."



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VICENTE FRASER
Systems Architect, Hill &
Knowlton, Inc. Schools

The solution

Involve the Help Desk in Exchange Administration using Mailscape's One-Look Dashboard

Unlike the other products H&K evaluated, Mailscape presented the information they needed in a clear, easy-to-read format. "With Mailscape, I found the focus was more concise, so it was a better fit for how we monitor our environment," states Fraser. "Mailscape delivered the data we wanted to see when we wanted it. The beauty of this solution is that if you want to get more granular information you can, but the visual overview being displayed makes it very easy for our Help Desk to use, empowering them to better service our end users." Having crucial data displayed graphically via Mailscape's One-Look Dashboard was the catalyst for H&K's Help Desk to be able to start taking on more responsibility managing their business-critical Exchange systems. This resulted in huge time savings for the IT Team, allowing them to focus on their normal duties of monitoring the infrastructure.

In addition, the simplicity of Mailscape's design meant that little to no training was required for H&K's Help Desk, and once the solution was implemented, these personnel were able to use it almost immediately. Unlike the other tools H&K had evaluated, Mailscape enabled the Help Desk to be more proactive, which allowed them to offer a higher quality of service to their customers.

The result

Hill & Knowlton Gets Mailscaped!

Hill & Knowlton's IT Team found what they were looking for in Mailscape: centralized monitoring of vital information delivered in a format that empowered the Help Desk to manage their Exchange environment, giving them the time they needed to focus on key projects. The focused presentation of data yielded benefits beyond the centralized monitoring that the Systems Architect originally searched for. Since Mailscape does not drown the viewer in a mountain of extraneous information, Fraser discovered that Mailscape makes it much easier to identify critical issues. He asserts, "If there are issues with our BlackBerry service, we now know straight away, so it's much easier for the Help Desk to take action. Thanks to Mailscape, there are a whole slew of tasks I've stopped having to be involved in. Now I can go back to focusing on the infrastructure, rather than the day-to-day tasks, which saves me a lot of time."

Fraser reflects on his experience with Mailscape, the ENow staff and the ENow partner in the UK, Essential Computing, with satisfaction: "From the trial to the demo and installation, all of my dealings with the teams at ENow and Essential have been nothing but positive. They have always been willing to listen to any suggestions we've had. Plus, their support cannot be beaten. Most importantly, our monitoring was not efficient before, and Mailscape has successfully changed that."



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Mailscape Key Features

Monitoring

Mailscape's one-look dashboard is an intuitive, visual approach to monitoring Exchange. Monitor all your environments vital components with a quick glance at a single screen, even from your phone or tablet. Empower your help desk and enable them to improve SLAs.

Mailscape performs regular health checks to ensure all vital aspects of your messaging system are running optimally. It automatically tests critical Exchange services, such as Mail Flow, Outlook Web Access, ActiveSync, BlackBerry, Outlook Anywhere and DAG health.

Reporting

Mailscape's reporting provides both the real-time data and historical trending you need to optimize system performance, improve service levels, gain clear visibility into the messaging infrastructure, and plan for the future. Mailscape is equipped with over 220 reports out of the box and is easily customizable to meet your organization's specific needs.

Mailscape enables you to create reports based on several technologies, including BlackBerry, ActiveSync, iPhones, Outlook Client Version, Active Directory and Exchange objects.

Summary

Technical benefits

1

Knowing where to move and store mailboxes during migration.

2

Receiving alerts when there are issues with BlackBerry Enterprise Servers.

Business impacts



Value of having monitoring and reporting for both BlackBerry and Exchange.



Time savings in messaging system administration.