

THE CLASSIC EMAIL DILEMMA



fishburn hedges.

Fishburn Hedges is one of the leading reputation management firms in Europe providing clients with a wide range of services including public relations, public affairs, financial communications, internal communications, brand engagement and corporate responsibility. The firm brings together practitioners with common sector experience and enhances their skills through continuous training and development, providing clients with both expertise in communication and consultants who have a deep understanding of the sector in which they operate.

Fishburn Hedges clients span Corporate, Financial and Professional Services, and Public Sector, Social Affairs and Not-for-Profit Organisations and include AOL Europe, Barclays, Npower, Department for Children, Schools and Families (DCSF), Transport for London (TfL) and West Midlands Metropolitan Local Authorities & PTA.

100,000 emails each month

As with all reputation management firms, almost all of Fishburn Hedges' day-to-day communications with clients are undertaken by email and, with some 180 employees in constant contact with an ever increasing number of clients resulting in well over 100,000 emails each month, there was a danger that Fishburn Hedges' email system was close to collapse.

"We were faced with the classic dilemma," explained Jonathan Davies, Fishburn Hedges' Head of Computing Services. "On the one hand we needed to keep all emails that had been sent to and by clients, but on the other hand, we were rapidly running out of space – especially in individual mailboxes."

Realising that the firm needed to archive older emails yet implement a system that would allow these business critical emails and information contained to be easily managed and retrieved, Fishburn Hedges approached C2C - an organisation the firm had already partnered and who offered comprehensive solutions for the management of email archiving, search and discovery and mailbox capacity. Recognising the complexity of the problem

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and fully confident that their award-winning email archiving solution - Archive One – would deliver the capabilities and benefits that Jonathan Davies had specified, C2C called in EACS.

“EACS has a long and extremely successful relationship with C2C,” explained Mike Dearlove, Managing Director at EACS. “As an organisation, we partner with companies that have developed best-of-breed solutions and have the experience and expertise to tailor complete solutions to meet the precise requirements and objectives of our clients.”

Reaching the limits

“We were actually reaching the very limits of our existing system,” continued Jonathan Davies. “One person alone had a mailbox that exceeded one Gigabyte in size, but this wasn’t the only problem that we were encountering.”

Jonathan recognised that ‘siloeing’ all client correspondence in a personal mailbox was inefficient, prevented collaboration between the firm’s specialists and consultants, and could create serious problems should information be urgently required.

“Our objectives were both to reduce the day-to-day storage requirements of each individual’s mailbox and implement an effective and efficient email archiving and retrieval system that would ensure that,

with the necessary access permissions, anyone in the firm could identify and retrieve any email and any associated attachment quickly and easily,” added Jonathan.

Working in partnership, EACS and Fishburn Hedges have implemented Archive One, which has now gone live. Despite the fact that it is still early days, Jonathan Davies is extremely impressed with the benefits that Archive One and EACS have delivered.

From 50 to 25 Gigabytes

“Almost immediately we saw a substantial reduction in the overall storage requirements on the server,” said Jonathan Davies. “Within a few days, this had been reduced from well over 50 Gigabytes to under 25 Gigabytes, with a corresponding improvement in server responsiveness and performance. And as the Archive One required no changes to Exchange, the implementation was virtually seamless as far as our staff were concerned.”

Each day, the system automatically archives all emails that are 30, 60 or 180 days old, depending upon the requirements of each individual member of staff. Fishburn Hedges now has greater control over the storage of older emails and an increased confidence that the secure system will ensure that any information on any matter and from any

client can now be identified and accessed.

“We have been very impressed with EACS,” concluded Jonathan Davies. “They fitted in perfectly with our internal IT team and worked closely with us to ensure that our new system went live on time and to budget.”

Following the successful implementation of Archive One, EACS has provided additional services to Fishburn Hedges, including an Exchange upgrade.

Benefits:

- Vastly reduced server storage requirements and improved responsiveness and performance
- Email information store is indexed, archived and stored effectively, including selective message retention and retrieval requirements
- Reduced legal risks by retaining and recovering copies of emails to meet email compliance requirements
- Intuitive user search and retrieval of archived messages
- Improved Exchange Server performance
- Flexible and adaptable architecture, scalable to meet the growing needs of Fishburn Hedges

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