

World's First YMCA Utilizes Mailscape's Reporting to Control Operational Expenses

THE CUSTOMER

The United Kingdom is home to the world's founding YMCA, which was established in London in 1844.

Today, 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 among YMCAs for its health and education focus: Central YMCA manages London's premier health and fitness club, awards over 70,000 qualifications nationally and internationally, and provides professional fitness and health training through their subsidiary charity, YMCAfit. Their One KX facility provides innovative arts and cultural activities and houses the company's award-winning national touring theatre company Y Touring.



THE CHALLENGE

Provide Insight Into IT Operations Expenditures.

When the Head of Information Systems at Central YMCA first joined the organization, senior management presented him with this challenge: Improve the efficiency of the entire organization by streamlining all of the operations' IT systems. As a nonprofit organization, efficiency in operations is paramount to ensure that as many people in the community as possible can benefit from all the health and fitness services Central YMCA provides. Since Central YMCA is the parent company of six highly diverse subsidiary operations, management wanted to control and ultimately 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."

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, Mr.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. Mr.Gatt explains: "We would have had to restructure all the organizational units. Mailscape was the only tool customizable enough for our organizational 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."

THE SOLUTION

Utilize Mailscape's Customized Reporting To Reduce IT Costs.

The Head of IS needed the ability to put a value on the IT resource (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 organizations.

Ultimately, Mailscape empowered Central YMCA by providing the IS team with insight into how IT resources were

being used. They were not able to obtain this type of information in the past. 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. Mr.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."



THE RESULT

Central YMCA Gets Mailscaped.

Mailscape gave the Head of IS at Central YMCA the ability to streamline each operation's IT system and to improve efficiency at all levels of the organization.

Being a nonprofit organization, Central YMCA benefits from the tremendous value that Mailscape provides by combining both monitoring and reporting capabilities in a single solution. While the Head of IS uses Mailscape mostly to assist him with the monthly reports he prepares for senior management, the rest of his staff utilizes Mailscape's monitoring capabilities to proactively manage their email system and prevent outages.

Mailscape's intuitive design enabled Central YMCA staff to benefit quickly from the solution. "The installation was simple and easy," remarks Gatt, "and the adoption by our entire staff was nearly instantaneous."

The installation and configuration of Mailscape was seamless and completed in less than an hour. In fact, the personal attention from the ENow Support and Essential Customer Care staff was also a deciding factor for Mr.Gatt: "ENow actually wanted to do business with us. They weren't just someone giving us a quote on the end of the line, which is how many other software vendors conduct business. With ENow, it's always been easy to talk to someone. The assistance provided by the ENow staff is all very professional. It's the way support should be—transparent and easy!"

Having both ENow's support staff available, as well as the exemplary technical support services offered by UK-based Essential Computing, gave the Head of IS peace of mind. Now that Mailscape is fully deployed in their environment, Central YMCA can depend on the timely response of Essential Computing's technical support service and knowledgeable help desk personnel. Another benefit of implementing Mailscape was the introduction of trending information for the first time to Central YMCA—data on each user's mailbox history that would have taken the Head of IS days to compile now only takes a few minutes and a few clicks.

The main advantage of Mailscape for the Head of IS is having a single version of the truth at a point in time of what the email system is doing.

Now with Mailscape 4.5's enhanced reporting capabilities, Central YMCA's Head of IS no longer needs to send the necessary monthly reports to senior management. Instead, with version 4.5's Mailscape Administrator Console, Mr.Gatt is able to decide one time which critical reports each supervisor and department head needs to see and then create for them a customized dashboard that automatically self-generates. "The IS Department is now considered in wider terms than support. We are seen more as a proactive, valued and contributing member of the organization 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."

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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