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Paul Haisman
Director of IT



Archive ● Comply ● Discover



Industry

Entertainment/Publishing

Location

Bonita Springs, Florida (Headquarters)

Challenges

Lack of e-discovery preparedness and retention policy enforcement, dwindling storage space, and growing hardware and administrative costs

Solutions

LiveOffice Discovery Archive
LiveOffice Personal Archive
LiveOffice Email Continuity

Results

Significantly improved Exchange performance, much quicker search capabilities for e-discovery purposes and disaster recovery needs, unlimited storage capacity and end-user access to personal archives

Former Solution

None

Other Solutions Evaluated

MessageOne
Mimosa Systems NearPoint
Symantec Enterprise Vault

Source Interlink Adds Another Enthusiast to Its Repertoire: LiveOffice

Cloud-based Email Archiving Solutions Offer Multiple Benefits

Source Interlink is one of the largest publishers of magazines and online content for enthusiast audiences as well as a leading distributor of DVDs, CDs, magazines, games and books. Founded in 1995, the company serves 110,000 retail locations across North America, and its media division alone includes more than 75 publications, 90 websites, 400 branded products and 65-plus special events, in addition to TV and radio programs. From automobiles/motorcycles, action sports and boating to home technology, equine interests and soap operas, Source offers a wide range of content and publishes many popular magazines, including *Surfer*, *Motor Trend* and *Soap Opera Digest*.

With more than 7,000 employees and three major operating divisions, Source relies heavily on electronic communications to conduct business. Paul Haisman, one of the company's directors of IT, knew a comprehensive e-discovery solution was a necessary tool to protect each of the business units in the event of a lawsuit, but he also had to balance that need with other concerns. "I knew we needed an e-discovery solution, but we also needed to address mailbox management and growing storage needs," said Haisman. "LiveOffice addressed every need – and then some!"

Meeting and Exceeding Goals in the Cloud

Source Interlink's biggest concern before implementing LiveOffice Discovery Archive, LiveOffice Personal Archive and LiveOffice Email Continuity was ensuring that the archiving process was seamless and did not interrupt its day-to-day business workflow. In addition, Haisman needed to solve a rapidly compounding storage issue. "I knew it was time to start looking for an email archiving solution when our storage grew 91% in four months," he recalls. "With more than 1.3 terabytes of data, mailbox sizes were almost unmanageable and backup times increased to completely unacceptable windows (six to eight hours), which seriously impacted the overall performance of our systems." In the event of a complete server failure, Haisman estimated that a full restore of his Exchange environment would take 24–36 hours, using backup tape. This downtime could be catastrophic for a multifaceted, deadline-driven business such as Source Interlink.

Simplifying E-Discovery

Before implementing LiveOffice's cloud-based archiving solution, Source Interlink's legal discovery process was extremely tedious and time consuming, because all of its archives were on tape backups. Plus, finding specific data was virtually impossible with "point-in-time" tape restores. "E-Discovery was definitely our primary driver," said Haisman. "Our legal hold backup tapes alone are in the thousands."

Discovery Archive allows Source Interlink's designated staff to implement legal holds, perform Boolean searches, streamline file exports (.pst or .eml format) and save Source Interlink significant time, money and resources.

Empowering End Users

Personal Archive allows end users to search for, find and restore lost or deleted emails on their own, without involving the IT department or helpdesk. It's easy to deploy the application to users' all at once with LiveOffice's easy-to-use CloudLink tool, so users can easily access it via a convenient web folder anytime directly from their email clients or from the web.

Giving its staff the power to access their own personal archives was an added bonus for Source Interlink. "Although personal archive access for end users wasn't a top priority for us at first, it is proving to be a huge benefit to our company," said Haisman. "Our employees love it, and it really takes the burden off our IT staff. Now they have a lot more time to focus on other important initiatives that help drive our business forward."

Mailbox Management and Storage

LiveOffice's archiving solutions also helped Source Interlink get a handle on mailbox management and overflowing storage. Since end users get unlimited mailboxes through Personal Archive, it's much easier to

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enforce mailbox quotas and retention policies to reduce local storage volume, since any deleted data is safe in the archive and can be recovered anytime. “End users can delete older emails with confidence, knowing they still have quick and easy access to it whenever they need it,” said Haisman. “This has had a significant impact on alleviating our mailbox management and storage challenges.”

System Performance and Disaster Recovery

LiveOffice email archiving solutions include built-in disaster recovery and email continuity. Since data is stored in the cloud, in separate (replicated), geographically dispersed data centers, there’s no need to store it all locally. “Cloud email archiving takes a lot of the worrying out of the IT department,” said Haisman. “It has helped us significantly reduce backup and restore times. Plus, smaller mailbox sizes have improved our server performance, and storage costs have dramatically decreased. I couldn’t be more pleased with the results.”

The Road to LiveOffice

Why Archive?

Email archiving provides companies with multiple benefits to protect their assets and help keep their operations running smoothly. First and foremost, e-discovery is a fact of life for most businesses – and not being prepared for it is much more expensive than taking a proactive approach. Secondly, with email volumes growing exponentially, it is imperative to make sure those communications are protected in the event of a server failure or disaster. Other important factors include mailbox management concerns, adequate storage space, efficient backups and restores, and server performance. “The cost of not archiving is staggering,” said Haisman. “When you add up extra backup tapes for litigation holds, fulfillment of legal discovery requests, extra disk space, disaster recovery and replication, we estimate an annual cost of more than \$200,000 not to archive! Ultimately, we just needed to find the right solution to meet our various needs in a cost-effective way.”

On-premise Considerations & Other SaaS Providers

Prior to choosing LiveOffice, Source Interlink did consider other on-premise email archiving alternatives, including Mimosa Systems NearPoint for Microsoft Exchange and Symantec Enterprise Vault. Both solutions are software based and require customers to supply and maintain servers and disk hardware. In addition, they also require additional network bandwidth for archiving disaster recovery replication. “Not only was the added expense and IT oversight a concern, but there is a steep administrative learning curve and deployment would take several months,” said Haisman. “Plus, providing access to our outside legal counsel would be a real challenge. We’d have to create internal email addresses and provide VPN access to our network in order for our lawyers to access and search the archive.”

Source Interlink also considered software-as-a-service (SaaS) provider, MessageOne. Ultimately they decided the LiveOffice SaaS solution better suited the company’s needs. In addition to price, a big consideration, LiveOffice’s unlimited mailbox sizes, disaster recovery and email continuity features were important deciding factors as well. “I also liked the personal nature of the sales relationship,” said Haisman. “It made a big difference to have open communications and be privy to planned feature enhancements.”

All-inclusive Solution

Cost is a big consideration for any company considering an email archiving solution. LiveOffice’s easily scalable, fully hosted, cloud-based email archiving solution eliminates a lot of the upfront costs that are associated with other archiving vendors. First, there’s no hardware to buy or software to install or update. Secondly, there are no added charges for storage space – it’s unlimited for the length of clients’ contracts, and so is retention. Next, a variety of useful features are built in at no additional cost, including the ability to import .pst files, support for Macintosh Entourage, disaster recovery, business continuity and support for multi-forest Active Directory environments. “Not only does LiveOffice offer all of the features we needed and then some, but its fixed per mailbox, per month pricing structure is second to none,” said Haisman. “Plus, the very short administrative learning curve and fast implementation time made it the most logical choice to meet our needs.”

Source Interlink had a somewhat complicated implementation, with a multi-forest, multi-Exchange environment. “While the LiveOffice deployment was not without its hiccups, I was very pleased with the level of customer support we received to resolve our issues,” said Haisman. “The LiveOffice implementation team worked very closely with us through every step of the process, and we are extremely satisfied with the end result. I don’t have any major complaints.”

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