

CUSTOMER PROFILE

The Ogilvy logo is displayed in white text on a dark blue rectangular background. The background of the entire header section features a blurred image of a city skyline at night with lights reflecting on water.

## EMC SourceOne Email Management speeds e-mail access and retrieval



### Business overview

Ogilvy South Africa is a leading advertising agency, a member of the WPP Group plc, one of the largest communication services companies in the world. There are more than 60 companies in the group, including J. Walter Thompson, Hill and Knowlton, Ogilvy Public Relations, Millward Brown, Research International, Mindshare, and Enterprize IG.

Ogilvy has three offices in South Africa and works with global brands including Coca-Cola, KFC, and Volkswagen. It has approximately 750 users based in offices in and around Johannesburg, Cape Town, and Durban. The network holds a total of 1.5 TB of data, predominantly in the form of documents and e-mails.

### Challenges

#### Difficulty retrieving vital files and communications

As a service-based company, much of Ogilvy's data requirements center on processing and storing customer communications, such as e-mails, project documents, and contracts. One of the key requirements for the ad agency's IT system is the ability to store documents efficiently, and to provide secure and rapid access when necessary. Historically, mail retrieval for legal purposes was a constant challenge for Ogilvy due to the volume of data stored—some retrievals took up to two weeks because there was no single repository of the relevant e-mails and they could not be searched.

This lack of access caused particular problems for the company's legal team, which often needed to produce documents or e-mails as supporting evidence, for example to audit client/agency conversations if an activity was being contested or if a client had refused to pay for an agreed act. Ogilvy also required the ability to search and access e-mail for customer queries and for internal disputes, which required e-mail evidence to help HR or legal teams resolve issues, such as dismissals or discrimination claims. The IT team knew they needed a compliant e-mail archiving system, which would give the legal team confidence that their files were saved securely and could be easily retrieved if necessary. In August 2009, Ogilvy decided to approach potential suppliers to design and integrate a new archiving system.

### EMC solution

Ogilvy was already familiar with EMC, having implemented two EMC® Celerra® storage systems in mid 2008. Ogilvy's confidence in EMC's ability, through this existing relationship, led them to approach the company as one of the vendors for the archiving project. In October 2009, following a rigorous assessment, Ogilvy chose EMC and its EMC SourceOne™ Email Management e-mail archiving software.

"We looked at a range of vendors for this project, and though those shortlisted were similar in price, it was EMC's reputation and the great results we'd already seen from the Celerra platform, which made us choose EMC SourceOne Email Management," said David Breytenbach, group IT manager at Ogilvy.

Ogilvy worked with Aptronics (PTY) Ltd to implement EMC SourceOne Email Management, and the initial project setup was a combination of realtime message capture and historical archiving for messages stored

### Benefits

- Document retrieval time reduced from two weeks to a matter of minutes
- Exchange backup is 50 percent faster
- 30 percent of storage capacity freed up

## Business Profile

### Customer

Ogilvy South Africa

### Industry

Media

### Challenges

- Archiving system was hard to manage
- Process to search for documents was time consuming

### Key Solutions

EMC SourceOne Email Management

in Ogilvy's Microsoft® Exchange environment. In the first two months, close to two million messages were archived. In order to achieve space savings in Exchange, the customer also implemented a shortcutting policy, where attachments on the Exchange server are replaced with a small pointer. The storage management aspects of the EMC SourceOne Email Management deployment immediately freed up 30 percent of Exchange server space, which helped the IT department in managing capacity as well as backup operations. Just as important, end users could continue to access content through their familiar Microsoft Outlook® interface.

### Greatly improved retrieval process

In addition, users could also retrieve archived mail via the EMC SourceOne Email Management web interface and restore the mail to their mailbox without any intervention from the IT support staff. This helps to save time and also offers Ogilvy's users greater responsibility for their own IT use.

Not only has EMC SourceOne Email Management improved efficiencies, it has also freed up storage resources on the Microsoft Exchange servers, enabling considerably faster offline defragmentation of the information stores and up to 50 percent faster backups.

**“EMC SourceOne Email Management enabled us to drive operational efficiencies, increase compliance, and improve our user experience—all for an organization that was facing potential storage resource overload. We now have a rapid method to search for files that positively impacts individual users and the wider business.”**

**David Breytenbach, Group IT manager at Ogilvy**

One of the key benefits of the implementation is the time saved when retrieving documents. With the installation of EMC SourceOne Email Management, a retrieval process which might have taken anything up to two weeks can now be performed by any of the IT support staff within minutes. Within the first two weeks of the implementation, EMC SourceOne Email Management proved itself when a legal matter involving an ex-member of staff was resolved quickly and positively due to the rapid response from the IT team. Previously, the person searching needed to know the name of the file, when it was created, and who created it in order to locate the missing document. But with the thorough search process of EMC SourceOne Email Management, the search can now be completed using one word and take place in a matter of seconds.

“EMC SourceOne Email Management enabled us to drive operational efficiencies, increase compliance, and improve our user experience—all for an organization that was facing potential storage resource overload. We now have a rapid method to search for files that positively impacts individual users and the wider business,” said David Breytenbach.

## Summary

### Broadening use to external enquiries

EMC SourceOne Email Management is currently only used by Ogilvy to search for documents relating to internal or client-related issues. However, in the future, it will also enable the company to comply with government legislation, such as the Access to Information Act (2000), which will require Ogilvy to be able to access and show certain information on demand.

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