

Mollie Stone's Markets Bags Mirapoint Solution

“BY SELECTING MIRAPOINT’S ENTERPRISE-CLASS SOLUTION WE BENEFIT FROM THE EASE-OF-MANAGEMENT AND LOW COST OF OWNERSHIP ONLY AVAILABLE WITH THEIR APPLIANCE-BASED SOLUTION.”

Karen Barnes, Chief Operations Officer, Mollie Stone's Markets

CASE STUDY | ENTERPRISE



BUSINESS NEED

Easy-to-manage messaging with low total cost of ownership

SOLUTION

Mirapoint Message Server

BOTTOM LINE

Easy management, rich features, low TCO, high reliability, and integrated security

Background

Mollie Stone's Markets, founded in 1985, is a locally owned, independent supermarket chain with eight stores, a corporate headquarters, and a warehouse in the San Francisco Bay Area. The chain likes to describe itself as a big supermarket with the personality of a small store whose mission is to surpass customer expectations with superior customer service, exciting variety and quality of products in a fun and positive environment for its customers and employees. Communication among staff, particularly via email, is an important part of delivering on that mission. “Most of our managers are pretty mobile,” says Karen Barnes, chief operating officer at Mollie Stone's. “All our corporate managers travel between stores constantly.”

The Business Need

To provide messaging capabilities for staff, Mollie Stone's paid for an individual, commercial AOL account for each user, but the company did not enforce an AOL-only policy. “We were exchanging messages between AOL accounts, but if a new employee came onboard that had an account with another hosted service, like Yahoo, we allowed them to use that,” says Barnes. “But it was absolutely unacceptable. When I got here in early 2004, we had a really important person leave the company, and he took all his emails with him. We exchange a lot of financial data and other corporate information via email. Ownership of that data is a significant security issue.”



Mollie Stone's Markets

The Mirapoint Solution

Barnes knew that to get control over messaging data meant bringing the messaging system in-house. But that also meant managing the system internally, which could require additional IT staff. "At my previous company we had an Exchange server so I knew what it would take to operate it. We couldn't afford that," says Barnes. "We didn't have a large, sophisticated IT organization."

Barnes' familiarity with Mirapoint placed it at the top of the list of messaging solutions to consider. "There aren't a lot of email systems out there that are easy to administer. By selecting Mirapoint's enterprise-class solution we could benefit from the ease-of-management and low cost of ownership only available with their appliance-based solution."

In addition to ease of management, Mirapoint also offered a full range of collaboration features, such as group calendar, Outlook synchronization, and Webmail, as well as integrated anti-spam and anti-virus capabilities.

Mollie Stone's deployed a Mirapoint Message Server in August 2004 for about 100 users. "Installation was a piece of cake," says Barnes. "Because we didn't have a lot of messages we didn't need to do a huge migration. We simply gave our users a couple of months to move messages to the new system then cut off the AOL service."

Among the most popular features with Mollie Stone's users are Outlook SynQ and Webmail. "I didn't realize how wonderful Webmail was going to be," says Barnes. "We can read our messages from anywhere. Webmail and Outlook SynQ are critical to our business."

The Bottom Line

Mollie Stone's Markets now has control of its messaging data, without adding a lot of administrative overhead. "We back up on a daily basis, we add new users, but it pretty much runs on its own," says Barnes. "And the Mirapoint solution has been reliable. It hasn't gone down once. By selecting Mirapoint we got a complete, end-to-end email and security solution that includes key features and integrated spam and virus filtering that are critical to our business."

About Mirapoint

Mirapoint® is the market leader in appliance-based solutions for secure message networks in enterprise, service provider, and education organizations, with more than 100 million mailboxes served and secured worldwide. Customers use Mirapoint appliances including the Message Server mail appliance and RazorGate mail security appliance to build the messaging infrastructure that intelligently serves, secures and manages email. Mirapoint is headquartered in Sunnyvale, California, with offices throughout North America, Europe and Asia. For more information on Mirapoint, visit its Website at www.mirapoint.com.

Configuration

- One Mirapoint Message Server M450 Email Server Appliance