CASE STUDY

Blue Mountain

Ski Resort

The customer

Blue Mountain opened in 1941 with three ski trails. It was the realization of the dream of Czechoslovakian born founder Jozo Weider—to popularize skiing as a recreational sport in Ontario, Canada.

Over sixty years later, Blue Mountain Resorts is a year-round destination for skiing, snowboarding, mountain biking, golf, and business conferences. The company employs 450 year-round staff and up to 1700 seasonal staff. Visit.

The challenge

Optimize Exchange System Performance Without a Dedicated Exchange Administrator.

Blue Mountain relies on e-mail as a vital communications medium with their customers, particularly their members and season pass holders. The company distributes in-formation about special events, promotional offers, and weather conditions via e-mail to its database of customers—the timely delivery of which directly impacts revenues.

"E-mail is the lifeblood of our sales and marketing efforts," says Mike Nancekivell, IT Manager for Blue Mountain. "Microsoft Exchange is highly reliable as long as you keep on top of the necessary daily management; but like many IT departments, we are a team of generalists with responsibility for the entire IT infrastructure. We have more tasks than we have time in the day, so routine items often get pushed back while we deal with the inevitable crises that make IT so much fun."

"E-mail is the lifeblood of our sales and marketing efforts."

MIKE NANCEKIVELL
IT Manager for Blue Mountain

The solution

Mailscape for Automated and Simplified Exchange Management.

Mailscape is a unique and innovative systems management tool that combines all the key elements for Exchange monitoring, administration, and maintenance in a single solution.

Mailscape's sleek dashboard provides you with vital information about each server's current state and growth rate to facilitate proactive Exchange management.

"When our software VAR, Fleximation Systems, introduced us to Mailscape, they described it as a 'virtual Exchange administrator' that would enable us to manage Exchange with a quick glance at a single screen," recalls Mr. Nancekivell. "It sounded too good to be true. But the trial pack-age installed in our production environment in a matter of minutes, and by the end of the day we could not remember what life was like before Mailscape."

The result

Having Blue Mountain Gets 'Mailscaped
JP Gundotra, Principal Architect at ENow, inc., describes Mailscape as 'built by Exchange admins for Exchange admins.'

"A decade of Exchange consulting experience was built into Mailscape," says Mr. Gundotra. "Our overreaching goal was to build a product that provided all the vital information necessary to keep Exchange happy and healthy in an intuitive one-look dashboard—without overwhelming the user with extraneous data. It is gratifying to receive feedback such as this from our customers, as it validates all the effort we put into Mailscape's elegant simplicity."

"Straight out of the box Mailscape increased our efficiency," says Mr. Nancekivell. "We are able to provide better service to our end users because we know Mailscape is keeping an eye on the most critical component in our environment. Mailscape alerts us to issues while they are small enough to be resolved before they impact our end users. Even better—and this is what sets Mailscape apart—the dashboard directs us to the probable cause so we can react quickly and correctly."

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Mailscape Key Features

Monitoring

Mailscape's one-look dashboard is an intuitive, visual approach to monitoring Exchange. Monitor all your environments vital components with a quick glance at a since screen, even from your phone or tablet. Empower your help desk and enable them to improve SLAs.

Mailscape performs regular health checks to ensure all vital aspects of your messaging system are running optimally. It automatically tests critical Exchange services, such as Mail Flow, Outlook Web Access, ActiveSync, BlackBerry, Outlook Anywhere and DAG health.

Reporting

Mailscape's reporting provides both the real-time data and historical trending you need to optimize system performance, improve service levels, gain clear visibility into the messaging infrastructure, and plan for the future. Mailscape is equipped with over 220 reports out of the box and is easily customizable to meet your organization's specific needs.

Mailscape enables you to create reports based on several technologies, including BlackBerry, ActiveSync, iPhones, Outlook Client Version, Active Directory and Exchange objects.

Summary

Technical benefits

1

Knowing where to move and store mailboxes during migration.

2

Receiving alerts when there are issues with BlackBerry Enterprise Servers.

Business impacts

Value of having monitoring and reporting for both BlackBerry and Exchange.

Time savings in messaging system administration.