



## Advantage Sales & Marketing LLC

Making E-mail More Available and Secure,  
Saving Millions of Dollars

After the acquisition of 30 companies, Advantage Sales and Marketing (ASM), one of the fastest growing sales and marketing agencies today, wanted to consolidate its e-mail systems into one centralized e-mail infrastructure. Needing accurate spam protection, scalable storage and accessible archives, ASM turned to Symantec for an e-mail security and availability solution based on Veritas Enterprise Vault and Brightmail AntiSpam software. The company saved 60 percent on its initial investment and more than \$3 million annually in employee-efficiency savings.

### A Growing Family

Walk down almost any aisle in an American supermarket, and on the shelves you'll see the results of Advantage Sales and Marketing's (ASM) promotion and distribution work. A leader in sales and marketing specialization in consumer packaged goods, ASM represents more than 1,200 clients, including GlaxoSmithKline, Unilever, Schering-Plough, Del Monte, Quaker Oats, Tropicana and Gatorade. With current revenues of \$700 million, the company has the goal of becoming a billion-dollar corporation within the next three years.

"When we started in 1988, we were just a small agency, focused primarily in Orange County," states William Hiatt, National Technology Director for ASM. "Then we bought another company, and another, until, about five years ago, we had 30 separate companies under one corporate umbrella, with a footprint across the entire United States. And we're continuing to add new companies to the fold. Supporting such a rapidly growing corporation has been a challenge."

One of the biggest challenges facing Hiatt and his team was to create one centralized e-mail system. This meant merging disparate e-mail systems from all 30 companies and the e-mail preferences of their 3,200 corporate employees into one infrastructure that met the needs of all.

### Company Profile

Established in 1988, Advantage Sales and Marketing LLC ([www.asmnet.com](http://www.asmnet.com)) has become a leading sales and marketing agency specializing in the consumer packaged goods industry. Today, the company represents over 1,200 clients that include GlaxoSmithKline, Unilever, Schering-Plough, Del Monte, Quaker Oats, Tropicana and Gatorade.

### Industry

Sales and Marketing Services

### Solution

E-mail Security and Administration

"Our e-mail is more than just business-critical — it's the lifeblood of ASM's communication. And that's why we chose Enterprise Vault and Brightmail AntiSpam. They add the e-mail availability and security that we need to be consistent and successful for years to come."

**William Hiatt**  
National Technology Director  
Advantage Sales & Marketing LLC

Symantec's e-mail security and archiving solution is saving \$3.0 million in employee time and cutting storage costs by 60 percent.

### The House that Hiatt Built

In designing the new e-mail system, Hiatt focused on the elements he saw as essential for success: controlling spam, making e-mail accessible while containing its storage costs and seamlessly integrating all users together.

The first challenge to be addressed was spam. Hiatt knew from experience that spam clogged the ASM server with worthless data, costing millions in lost productivity.

"We receive approximately 150 million messages a year, of which 120 million are spam," says Hiatt. "Assuming that it takes our average user five seconds to delete each spam message, we lose 156,000 hours of productivity a year, or the equivalent of 83 full-time employees. No question about it – we needed to eradicate spam."

Initially, Hiatt's team looked at SpamAssassin, but quickly rejected it when they noticed its 1 percent false positive rating during internal testing. With a flow of 150 million annual messages, a 1 percent false positive rate would equal 1.5 million mislabeled e-mails, which would need to be sorted and retrieved manually. In addition, ASM has an extremely diverse client base, which could create an even more complex situation for a spam-blocker program. For example, if ASM represented a nutritional supplement company, the program would need to differentiate which messages offering "improved health" are legitimate and which ones are spam.

"We needed an intelligent program that blocked spam with virtually no false positives," explains Hiatt. "That's why we picked Symantec's Brightmail AntiSpam™ software. It has an accuracy rating of 99.9999 percent, so it knows which e-mails to pass through and which ones to block. Plus, it's easy to install and requires almost no maintenance. Based on the amount of hours we lost to spam monitoring, Brightmail now saves us nearly \$3 million a year in employee efficiency. If you include the processing bandwidth and disk storage that we can now use more effectively, the savings are even greater."

### Cleaning out the Garage

While blocking spam greatly reduced the volume of e-mail that the network needed to handle, e-mail storage space was still a major concern for Hiatt and his team. Since many of the users were transmitting attachments up to 60 megabytes (MB) in size, average mailbox storage was in the 1 gigabyte (GB) range (one user's mailbox contained 11GB of messages). Hiatt calculated that the average e-mail user would need 1GB of storage. At the pace the company was growing, he estimated that its 3 terabyte (TB) e-mail store would increase at the rate of 40 percent a year.

Accommodating this kind of growth was expensive. To meet his projected needs, Hiatt calculated that he would need to purchase eight additional Microsoft Exchange servers with a full complement of storage disks, at a cost of about \$830,000. Add in licensing, maintenance and other expenses, and ASM was faced with about \$1 million in hardware acquisition costs and another \$225,000 in labor costs each year to administer it. Compounding the situation, in a few years the company would run out of storage space again. To find an alternative, Hiatt and his team investigated e-mail archiving solutions.

The review initially included CommVault Galaxy and EMC Legato EmailXtender, but neither product met ASM's needs completely. Then Hiatt evaluated Veritas Enterprise Vault™ software from Symantec. It was compatible with ASM's current e-mail software, Microsoft Exchange Server 2003, and it offered superior storage savings, thanks to its compression capabilities and single instance storage. With single instance storage, only one copy of an attachment is saved instead of every copy made and sent. For example, if 10 users each receive the same 50MB graphic, the system archives only one copy and sets up pointers to it from the nine other e-mails, thereby saving 450MB of storage. "With this feature, and its compression capabilities," Hiatt says, "I estimate that Enterprise Vault cut ASM's [Microsoft] Exchange storage needs by 90 percent."

## Solution at a Glance

### Business Drivers

- Ensure reliable e-mail service for a growing number of employees
- Minimize expense and annoyance of spam
- Minimize capital and operating expenses for e-mail infrastructure
- Accommodate communication needs of increasingly mobile workforce

### Technology Challenges

- Filter out spam with high accuracy and low rate of false positives
- Provide offline access to e-mail for mobile workers
- Manage thousands of large mailboxes efficiently while minimizing storage requirements
- Scale e-mail infrastructure to support increased number of users

### Symantec Products

- Veritas Enterprise Vault™
- Symantec Brightmail AntiSpam™

### Technology Environment

- Applications: Microsoft Exchange Server 2003
- E-mail servers: Three HP ProLiant DL380 servers running Microsoft Windows Server 2003
- Storage: Sun StorageTek FLX280, BlueArc Titan SiliconServer

### Symantec Services

- Veritas Technical Support (Basic Support)

Thanks to this reduction, Hiatt only needed three HP ProLiant DL380 servers for e-mail, instead of the eight he would have purchased without it. ASM's e-mail servers run Microsoft Windows Server 2003 for current e-mail management and store the archived data on a new network-attached storage platform that utilizes BlueArc Titan SiliconServer and Sun StorageTek Flexline series disk. All backups are stored on low-cost SATA drives.

"Implementing Enterprise Vault saved us 60 percent on our hardware and software acquisition costs for our e-mail solution" says Hiatt. "Plus, we accomplished the entire implementation without adding the three staff members we anticipated, saving another \$225,000 each year. We were looking for a cost-effective, scalable solution, and we definitely found it with Enterprise Vault."

### When It's Time to Leave Home

In addition to savings and scalability, Enterprise Vault offered Hiatt something his remote users require – offline accessibility. "We have a highly mobile sales force," says Hiatt. "Therefore, we needed an e-mail archiving application that would seamlessly integrate with our users, even when they aren't connected to the corporate network. And Enterprise Vault fit that need like a glove."

Unlike many applications that only allow access to archived data while online, the Offline Vault feature in Enterprise Vault allows users to access a local compressed copy of their archived data, even when they are working offline. When the user reconnects to the network, Enterprise Vault resynchronizes the data.

### Embracing Change Painlessly

Recognizing the capability Enterprise Vault offered to ASM, Hiatt now faced the challenge of introducing this brand new system to thousands of users accustomed to operating e-mail in their own particular ways. He needed to make the change without forcing them to change. He had chosen the right solution.

"One of the best features of Enterprise Vault is that it archives e-mail seamlessly and transparently to the end-user," says Hiatt, "and that's not true with a number of its competitors. With Enterprise Vault, archived messages remain visible in the user's Outlook mailbox. The only difference is that the envelope icon is replaced with a vault icon. All the user has to do is double-click and the message opens. In fact, most users don't even realize they're accessing the archives – it's just an incredible system."

### Looking to the Future

Pointing to the rapid response of Veritas Technical Support (now part of Symantec Global Services), Hiatt feels he has found the right supplier in Symantec to help him meet the information needs of the company's ever-expanding sales force. His future plans include utilizing Enterprise Vault's capabilities as a compliance tool. Its Discovery Accelerator and Compliance Accelerator are add-ons that provide enhanced search, audit, and workflow processes to make e-mail legal discovery and compliance more cost-efficient. For now, however, he's pleased to be working with an e-mail archiving system that meets the needs of his 3,200 users and saves him from adding millions of dollars in additional storage.

"What it all comes down to is cost and capabilities," concluded Hiatt. "Our e-mail is more than just business-critical – it's the lifeblood of ASM's communication. And that's why we chose Enterprise Vault and Brightmail AntiSpam. They add the e-mail availability and security that we need to be consistent and successful for years to come."

## Business Value and Technical Benefits

### Storage Utilization

- 90% reduction expected in amount of storage needed for Microsoft Exchange Server

### Spam Filtering Accuracy

- 142 million spam e-mail messages filtered out per year, representing 82% of incoming mail
- 99.9999% accuracy (one false positive for every million incoming e-mails)

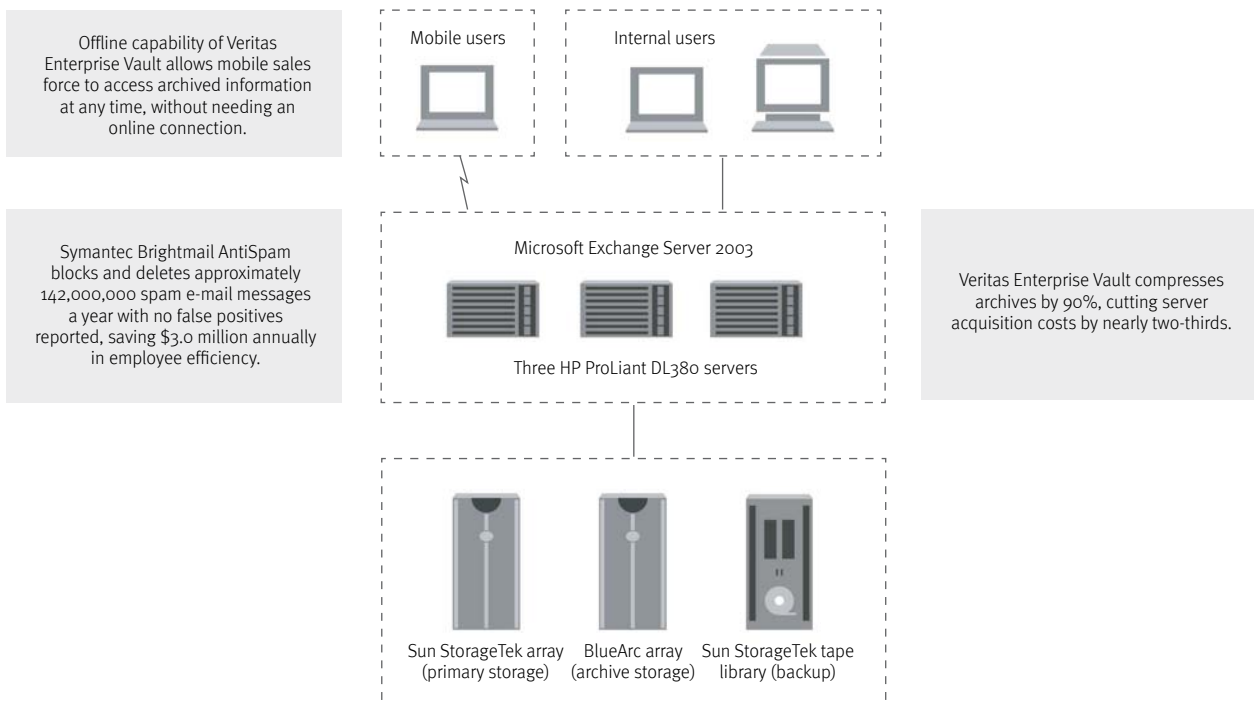
### Scalability

- 40% annual growth in archived e-mail (currently 2.6TB) accommodated with no increase in staff and minimal additional investment

### Cost savings

- \$3 million saved in user time via automation of spam filtering
- 60% savings on initial investment in e-mail infrastructure hardware and software
- \$225,000 a year saved in ongoing e-mail administration expenses (three full-time employees)

## Advantage Sales and Marketing E-mail Security and Availability Architecture



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