



Overview

Canada
Foodservice

Founded in 1956, Longo Brothers Fruit Markets Inc. is a 14-store food service chain combined with a recently acquired 24 hours a day, 7 days a week online grocery delivery service, Grocery Gateway

Grocery Gateway's e-mail infrastructure was based on Exchange Server 2003 however Longo's already had Novell GroupWise in place. The organization analyzed its current needs and recognized that the current GroupWise solution didn't meet its needs

The Longo's organization needed to get its new e-mail system up and running quickly, and turned to Exchange Server 2003 to help make this happen

- Unified communications
- Able to use handheld devices
- Integration of applications
- Improved manageability
- Increased collaboration



Longo's Shops Around for Better E-mail Experience and Selects Exchange Server 2003

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Rob Passafiume, Manager, Network Operations, Longo's

Longo Brothers Fruit Markets Inc., a family-owned business in the Greater Toronto Area, was started by the Longo family in 1956. The first store was located in Toronto with the first location sized at no more than 2,000 square feet. In 1962, the Longo brothers opened their second store and since then, the Longo family has been involved in every aspect of the business. With an extensive assortment of grocery, dairy, frozen and Longo's private label products, each store visit makes for an exciting one-stop shopping experience. From the beginning, Longo's has built a reputation on a strong commitment to quality, service and value and as a result having the best store-front as well as back-office operation is key. In 2004, Longo's acquired Grocery Gateway, a 24 hours a day, seven days a week online grocery delivery service that offers customers the convenience of grocery shopping without having to leave their home. With the merger came the need to re-evaluate the newly-formed organization's disparate e-mail platform. Enlisting the help of Ceryx Inc., a Toronto-based corporate messaging solutions provider, Longo's and the newly acquired Grocery Gateway team migrated from Novell's GroupWise to Microsoft® Exchange Server 2003. The solution has since helped improve reliability, increased the ease of communication and collaboration while easing back-up of e-mail and increasing the usability of the organization's handheld devices.

Situation

Longo Brothers Fruit Markets Inc. was started by the Longo family in 1956. Since its inception as a local fruit market, the company has grown to 14 full-service supermarket locations in the Greater Toronto Area along with a head office in Mississauga, Ontario. With more than 2,200 employees, the organization relies on quick and reliable communication between its various locations.

In 2004, Longo's acquired Grocery Gateway, a 24 hours a day, seven days a week online grocery delivery service that offers customers the convenience of grocery shopping without having to leave their home. With the acquisition came the need to re-evaluate the organization's IT infrastructure, mainly its disparate e-mail platforms.

"They had two disparate e-mail infrastructures coexisting together, and admittedly not very well together," says Elia Stathopoulos, Senior Sales Engineer, Ceryx. "They were not able to transfer messages easily between the two systems and they needed one solution that would enable them to communicate more effectively."

Grocery Gateway's e-mail infrastructure was based on Microsoft® Exchange Server 2003 however Longo's already had Novell's GroupWise in place. The organization analyzed its current needs for its e-mail platform and recognized that utilizing multiple e-mail platforms has drawbacks.

"We found it became a challenge with GroupWise in terms of functionality and integration with our Call Center application. We are very much a Microsoft-based shop and integrating applications with our GroupWise platform became very difficult and cumbersome to do," says Rob Passafiume, Manager, Network Operations, Longo's.

With e-mail being such a critical component of both the Longo's and Grocery Gateway operations, the organization enlisted the services of Ceryx Inc., a hosted messaging solutions provider, to help get the organization's e-mail up and running on the latest software with minimal impact on Longo's employees.

Solution

With approximately 2,200 employees, 180 e-mail inboxes and 160 desktops, plus the impending integration of handheld devices, the Longo's organization needed to get its new e-mail system up and running immediately. The organization looked to Exchange Server 2003 to help make this happen.

Longo's faced two implementation options: implement the technology using in-house resources, or outsource the project to e-mail experts. After weighing out the pros and cons and assessing its needs, Longo's decided to enlist the help of Ceryx, a corporate messaging solutions provider.

Ceryx helps businesses achieve e-mail reliability by bringing together operational experience, advanced infrastructure and proprietary research and product development with leading messaging and collaboration solutions. With operations in Toronto and New York, as well as Tier 1 redundant data centres in both cities, Ceryx's team of senior messaging professionals have met Fortune 500 companies' messaging needs across North America for more than 17 years. Ceryx guides businesses through the rapidly evolving world of e-mail and messaging communications and delivers unparalleled customer service with its messaging services. With its superior knowledge of Exchange 2003, they were a natural choice for Longo's.

The evaluation entailed first assessing Longo's needs. It was a given that it go with Microsoft® Outlook® 2003 messaging and collaboration client and it was a must that they implement an e-mail platform. Novell's GroupWise lacked the integration and reliability features Longo's was looking for so the decision makers went ahead with identifying the best possible way of getting the latest e-mail solution without having to acquire new technology.

"We knew we wanted Microsoft software but we didn't want to reinvest in completely new technology at that time. We identified all of the costs that we would incur if we kept it locally and then we identified what the costs would be on a per-account basis under the Ceryx environment – that's why we made the decision to go that route," says Rob Passafiume, Manager, Network Operations, Longo's.

The organization was also due for a complete hardware refresh. By making the decision to go ahead with Ceryx's solution, Longo's was able to eliminate two physical servers along with manpower associated with managing e-mail. With Ceryx's expertise, the organization now has a solution in place that will give them the latest and greatest technology without having to rip and replace its infrastructure.

Benefits

By migrating to a Microsoft Exchange 2003-based environment, Longo's is now enjoying several benefits, from improved messaging reliability to increased ease of communication and collaboration. With Exchange 2003 in place, integration between the organization's various products is enhanced and the organization has the confidence in its e-mail infrastructure to handle the demands of being up and running 24/7.

Furthermore, with Ceryx's hosted Exchange-based solution, Longo's has seen a 79 per cent reduction in the amount of spam and viruses the company's messaging platform receives. Ceryx's E-mail Firewall, part of its hosted Exchange-based solution, is providing Longo's with a fully managed e-mail security solution and includes AntiSpam, a service that controls all spam filters, whitelists and configurations for the organization.

In addition, the collaboration and communication factor amongst store employees is easy to manage and maintain.

"Collaboration between our stores and Head Office operations is key, and with Exchange Server 2003 we're seeing it happen," says Passafiume.

With approximately 34,500 incoming messages and 15,000 outgoing messages sent in one month alone, Longo's needed to find a solution that could handle this volume and help ensure it had 100 per cent uptime. With Exchange Server 2003, Longo's has found what it was looking for.

Furthermore, users are happy with the interface of Outlook Web Access and Exchange. "There is a great deal of familiarity between the client and the Web Access version of Exchange. With GroupWise, the interface between the two was very different in terms of visual display, sending/receiving mail, and address book for example. With our increasing mobile workforce, we're happy knowing our users will have similar experiences with Exchange whether in or out of the office," says Passafiume.

"Our e-mail users at Longo's are very familiar with Microsoft. Many of them use Outlook at home so in terms of a transition, our users were very comfortable. Adjusting to Microsoft® Exchange Server 2003 was quick

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For more information about Ceryx Inc., call 1-800-663-6245 or visit the Web site at: www.ceryx.com

For more information about Longo's, please visit the Web site at: www.longos.com

and painless and that was one of our main objectives for this transition," says Passafiume.

The integration between GroupWise and Longo's BlackBerry mobile devices did not exist prior to the migration. "With GroupWise, Longo's mobile device users were never able to retain their corporate identity by sending e-mails with the Longos.com domain name. The users had to rely on an external e-mail address to manage their outgoing mail, meaning readers would get e-mails from an unfamiliar address because of the lack of integration," says Elia Stathopoulos, Senior Sales Engineer, Ceryx.

Once onboard with Exchange 2003 and Ceryx, Longo's mobile devices were able to leverage Ceryx's infrastructure and Exchange 2003 to provide this functionality and maintain their corporate identity.

In the near future, Longo's plans on deploying more Microsoft-based technology. "We are definitely looking at Microsoft-based technologies because we know they can create more efficiency in our environment – there's no doubt about that, says Passafiume."

Microsoft Windows Server System

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Products and Services

- Hosted Exchange Server 2003
- Windows Server 2003
- Outlook 2003

Partner

- Ceryx Inc. (Hosted Services)