

# Always-on email plays a leading role at the Royal Albert Hall

**Email is a mission critical tool for the famous concert and entertainment venue. With many employees working during evenings and weekends and with clients, suppliers, organizers and performers coming from all over the world, email is integral to its operations.**

## Context

The Royal Albert Hall is one of the UK's most famous leisure and entertainment destinations, an iconic building that enjoys worldwide recognition. Since opening in 1871, it has had an unparalleled history of exceptional performances by the world's leading artists. Today it hosts over 350 events each year, including performances of classical, jazz, world music, rock and pop, dance, comedy, film premières and award ceremonies. Audiences of well over a million are entertained each year and many millions more around the world enjoy the Royal Albert Hall experience through broadcasts, recordings and new media channels. The Royal Albert Hall is a registered charity and receives no public funding.

## Challenge

As Crispin Gray, Head of Information Systems explains, email is a mission critical tool for the famous concert and entertainment venue. Many of the Royal Albert Hall's employees work during evenings and weekends. Clients, suppliers, organizers and performers come from all over the world, so email is integral to its operations, as is access to the historical data on its internal systems.

Although the Royal Albert Hall's previous hosted email service provided anti-virus and anti-spam protection, it was difficult to use and did not offer the level of control that Gray required. He decided to look for a new solution and a reseller introduced him to Mimecast.

"The original plan was simply to replace the Royal Albert Hall's existing anti-virus, anti-spam service," explains Gray "but when we started talking to Mimecast, we discovered that archiving was available as part of the service. Although this was not an initial driver, the archiving feature was a key



## AT A GLANCE:

### Company

- Royal Albert Hall ([www.royalalberthall.com](http://www.royalalberthall.com))
- Industry: Entertainment/Charity
- Number of Email Users: 150

### Objectives

- Replace existing anti-virus, anti-spam services
- Establish comprehensive archive with easy access and retrieval
- Support business continuity and disaster recovery
- Reduce cost & administrative burden of email management

### Benefits

- User-friendly anti-spam & anti-virus solution
- Complete archive in the cloud supports business continuity
- LDAP address validation blocks tens of thousands of spam email
- Search & retrieval features help recover deleted emails quickly & easily
- Ability to access all internal & external email remotely mitigates business risk

reason why we chose Mimecast over other suppliers. Capturing and storing internal, inbound and outbound emails provides a comprehensive backup and also supports business continuity by allowing us to access our emails in the event of any issue arising with Microsoft Exchange.”

### Solution

Gray and his team were taken through a seven-step implementation process which was completed over several days with no disruption to users. “Thanks to Mimecast’s excellent technical support, our users were blissfully unaware of the switchover,” recalls Gray.

Gray explains that all of the Royal Albert Hall’s live mail stores – about 100 GB of mail – were ingested into the Mimecast grid. “We turned all our mailboxes into PSTs so that Mimecast could ingest everything that was in our Microsoft Exchange system.”

### Benefits

#### Restoring deleted messages

Mimecast’s ability to restore deleted messages quickly and easily is particularly useful. “People regularly ask us to restore emails that they have mislaid or inadvertently deleted,” says Gray. “Although it was possible to recover emails with our previous technologies, it could take several hours and involved considerable effort as it required a fairly senior member of the information services (IS) team to interrupt their work. Now we have moved to Mimecast, we simply drag the deleted email back from the archive. It takes less than a minute.”

Mimecast’s search and retrieval functionality enables users to locate individual messages. “Previously, if someone needed to retrieve a message, but they didn’t remember exactly when they had sent it, we had to restore their entire mailbox and then help them find the message that they needed. Now, because everything is indexed when it is stored, you simply search for the sender, the time window and a key word and you get results within seconds.”

The availability of a complete searchable archive will also encourage changes in user behaviour. “If people are confident that they can recover emails and attachments, hopefully they will be more willing to delete them from local folders,” explains Gray. “When we roll out the Outlook connector, we will then be able to reduce mailbox size and make our Exchange infrastructure much more efficient.”

#### Increased responsiveness and user satisfaction

Although users have the same interface as they had before the switchover, Mimecast has enabled the IS team to recover deleted files much more quickly. “User records and Active Directory details are copied to Mimecast two or three times a day and Mimecast engineers are proactive in ensuring that connectors between our systems are working properly. This helps to ensure continuity of service,” says Gray.

Mimecast has definitely improved user satisfaction. “If someone wants to restore a deleted email, they can get it back straight away,” says Gray.

**“The archiving feature was a key reason why we chose Mimecast over other suppliers. Capturing and storing internal, inbound and outgoing emails provides a comprehensive backup and supports business continuity by allowing us to access our emails in the event of any issue arising with Microsoft Exchange.”**

- Crispin Gray  
Head of Information Systems  
The Royal Albert Hall Bird & Bird

Mimecast makes business email and data safer for thousands of customers and millions of employees worldwide. Founded in 2003, the Company’s next-generation cloud-based security, archiving and continuity services protect email and deliver comprehensive email risk management.

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