

2nd Wind Exercise Equipment gets in shape for legal discovery



BUSINESS



Company: 2nd Wind Exercise Equipment

Location: Eden Prairie, Minnesota

Industry: Retail

Users: 360

Challenges: Recognizing that locating email in the event of legal discovery has become an IT imperative, 2nd Wind Exercise Equipment needed to ensure that all company email is centrally archived and easily searchable. At the same time, the company wanted to avoid more investment in on-premise storage and software.

Results: By implementing Google Message Discovery with Google Apps, 2nd Wind dramatically lowered the cost and time required to respond to legal discovery without having to install on-site hardware or software.

“The same process that could literally take months can now be done in an hour with Google Message Discovery.”

Tom Kelly
Chief Information Officer

Challenge

With over 100 retail stores and an award-winning commercial division, 2nd Wind Exercise Equipment, based in Eden Prairie, Minnesota, is one of the most successful and respected fitness dealers in the country, with projected sales this year in excess of \$100M. As a mid-sized company with limited resources, 2nd Wind cannot afford to waste time and money searching for email and other discoverable documents when compliance issues arise. But that’s exactly the situation the company found itself in at the end of 2007.

“Locating relevant email for legal purposes in our old Exchange-based solution could waste a significant amount of time and money. If we had to manually search through Outlook files and back-up tapes, I know from past experience it could take months of time and hundreds of thousands of dollars – and we still may not have found every relevant email,” recalls Tom Kelly, 2nd Wind’s Chief Information Officer. “So when our Exchange server hit its limit, thanks to our company’s rapid growth, it was an opportunity to find a better email and archiving solution that would allow us to speed response time for legal discovery and reduce our costs.”

Solution

As part of its business strategy, 2nd Wind had already standardized on the managed services paradigm to deliver core business applications, including accounting, human resources, ERP, and ecommerce. “Because we’ve had great success with the simplicity and low cost of ownership offered by managed services, we decided to look for an outsourced email archiving solution that would work well with our existing infrastructure,” notes Kelly.

Initially, 2nd Wind implemented Google Apps to replace its Exchange server. Soon after, Kelly began to look for an archiving solution, and he was elated to find that Google offered that as well. “Google Message Discovery is completely integrated into our Google Apps messaging tools, so it was simple and painless to add archiving and search functionality,” says Kelly. “It took only three weeks for us to implement, test, and roll-out the archiving functionality.”

“Responding to a single discovery incident by collecting email from tapes and servers could cost more than an entire year’s subscription to the Google Message Discovery service.”

Benefits

According to Kelly, one of the immediate benefits of implementing Google Message Discovery was the peace of mind of knowing that email could be located quickly and easily in the event of legal discovery. “From past experience, I know that implementing this service dramatically lowers the risk that we’ll be exposed to tens of thousands of dollars in costs to discover email.”

ABOUT GOOGLE APPS SECURITY AND COMPLIANCE

Google Apps security and compliance products, powered by Postini, are available to businesses and organizations who want to make their existing email infrastructures more secure, compliant, and productive. The message security products protect you from spam and messaging threats. The compliance products enable you to enforce message policy and content management, archive messages with discovery services, as well as secure your web browsing and encrypt your sensitive email. As a service, there is nothing to install or maintain, so you can start small and implement additional services as your requirements grow.

For more information, visit
www.google.com/a/security

Costs are also kept in check thanks to the simplicity of the Google Message Discovery service and its on-demand model. “Software-as-a-service providers tend to focus on their core strengths, so the product does what it’s intended to do well, without adding the complexity and cost usually found in on-premise solutions,” notes Kelly. “This is true of Google Message Discovery as well. It just works, which is what we are looking for when it comes to our IT infrastructure.”

Results

According to Kelly, Google Message Discovery has greatly improved his organization's ability to respond to discovery requests for email. “The same process that could literally take months can now be done in an hour with Google Message Discovery,” asserts Kelly. “To me, Google Message Discovery is another type of business insurance. I pay for risk insurance and workers’ comp insurance and maybe I have to file a claim and maybe I don’t. But I have peace of mind knowing it’s there. The same thing holds true for archiving. I can’t even begin to measure the high comfort level I have just knowing I have Google Message Discovery on my side.”

Moreover, Kelly sees a clear return on investment. “All it takes is one discovery situation to bring a company to its knees – and that’s not even counting the legal costs and loss of revenues, not to mention your reputation, if you can’t produce the information lawyers are looking for,” says Kelly. “Responding to a single discovery incident by collecting email from tapes and servers could cost more than an entire year’s subscription to the Google Message Discovery service.”

