

CASE
STUDY
Airline

Sendmail builds an email
infrastructure fit for
a global airline

OVERVIEW

CASE STUDY SUMMARY

Industry	Transportation
Company & Location	Global airline in Asia
Business Need	An email system capable of meeting global performance needs <ul style="list-style-type: none">• scalable to relieve email bottlenecks• integrated with the existing Notes environment• secure channels for global communication
Solution	Sendmail Integrated Mail Suite™ (IMS) <ul style="list-style-type: none">• Sendmail Advanced Message Server• Sendmail Mobile Message Server
Results	A robust communications tool for a global enterprise <ul style="list-style-type: none">• high scalability to meet or exceed future usage growth• secure and centralized control over email access• dramatically lower cost of ownership

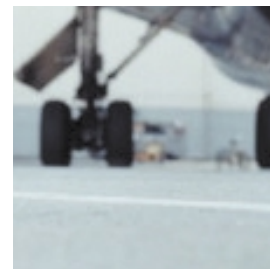
A global airline headquartered in Asia was experiencing communications bottlenecks that overloaded its email system and impaired its response time to critical information. This global air carrier is among the largest 20 airlines in the world, with 71 offices on four continents. It operates routes that span 77 cities in 29 countries with approximately 400 passenger flights per day worldwide.



The major carrier experienced exponential growth in the number of its email users and the volume of its email traffic. However, it had only a single SMTP server to send and receive emails to and from many distributed IBM Lotus Notes servers in its offices worldwide. Such an email system configuration is vulnerable to interruptions and caused serious bottleneck problems. Any down-time with this single server would result in system overloading and slow response time, with the potential for security problems and business delays.

With its diverse geographical presence, interdependent operations, and global marketing needs, the airline required a more robust email infrastructure to facilitate effective communication both internally and with its business partners and vendors globally.





CHALLENGE

Assuring communication availability

The airline had been using IBM Lotus Notes to support its Intranet and email system for its entire workforce of 15,000 employees. They constituted a total of 3,400 mail accounts, of which 1,400 were departmental accounts and the remaining 2,000 were individual accounts.

With its existing email system configuration, the airline was unable to accommodate the continuing growth of its email traffic and e-communication needs. It was facing a serious over-loading problem by relying on one single SMTP server to handle its email traffic worldwide to and from its distributed Notes servers. If that SMTP server encountered any downtime or attack, the entire communication system would come to a halt. This left them with a system that was expensive and difficult to maintain and manage, while users had to suffer slow communication response time and email access problems.

This international transportation company was in urgent need of a system that could assure the availability and stability of its international communications.

OBJECTIVE

An email system to relieve a global messaging bottleneck

The goals the carrier set for an email system capable of meeting its performance requirements were clear:

- *A scalable system to relieve its email message bottleneck problem— ensure 24/7 email messaging service availability for the entire global enterprise*
- *Integrate with the existing environment— ensure seamless integration of the existing Notes servers with the new email solution*
- *Secure communications channels— establish stable and reliable communications worldwide*
- *Enhance cost effectiveness— ensure the lowest cost of ownership possible while achieving its business objectives*
- *Provide easy mail access for users worldwide— allow users to access email anywhere and anytime*
- *Ease of management— a central point of control to manage all user information and resources*



SOLUTION

A secure, scalable, and reliable email infrastructure from Sendmail

To reach these goals, Sendmail recommended Sendmail's Integrated Mail Suite' (IMS) to work alongside the airline's existing email system. On top of its existing IBM Lotus Notes, the airline decided on Sendmail IMS for Linux on IBM eServer z900, Sendmail's email routing and mailbox hosting technology with a centralized LDAP directory.

With the addition of IBM eServer z900, the messaging bottleneck problem was solved immediately. IBM eServer z900 can run in parallel with the Lotus Notes server to sustain load balancing. Sendmail's MTA feature performs validation checks of all incoming and outgoing emails on a per user basis. It is able to identify and differentiate users' servers and relay relevant messages back to the Lotus Notes server. The MTA is also able to identify spammers' servers and reject any spamming mails. The Sendmail Advanced Message Server (SAMS) supports both POP3 and IMAP protocols. Users will have their choice of either protocol or email client. It offers the highly flexible and reliable email message storage needed by international business.

- *Sendmail IMS for Linux on IBM eServer z900 - The IBM eServer z900 mainframe can support more than 2 million users, thus making it the largest single-server email system on Linux available in the industry. It offers high scalability to serve an even greater number of users.*
- *Sendmail's email hosting solution - SAMS supports both POP3 and IMAP protocols. Users will have their choice of either protocol or email client. It offers highly flexible and reliable email message storage for users and enables all 15,000-airline employees to have their own individual email accounts.*
- *Sendmail Mobile Message Server (SMMS) - This one-stop service for employees on the go provides access to their email messages anytime, anywhere via the Internet, mobile phone, or wireless device, instead of using traditional email user agent software.*
- *The centralized LDAP directory — This architecture allows the airline's IT staff to consolidate its user information and resources under a central point of control, thus helping to lower operating cost, and reducing management and maintenance time .*



CASE
STUDY

Airline

RESULTS

E-communications transformed into a business advantage

The new mail hosting and routing solution improved internal e-communications across the entire global operation. It transformed a troublesome, overburdened system into a robust communications tool for a global enterprise in an extremely time-sensitive industry. Access was dramatically expanded, security was dramatically enhanced, cost of ownership was substantially lowered, and the business advantages were obvious.

Access— Email accounts, which in the past were only available to work-groups, are now offered to each airline staff member. The system's high scalability also allows the airline to meet or exceed capacity for future usage growth.

Remote Access— With web-based email access, employees worldwide now are able to send and receive email from a single, easy to use interface. The previous bottleneck problem has been removed and it has relieved the IT department's administrative burden.

Security— The Sendmail solution empowers the client with centralized, full control over email access, which protects the company from any possible email spamming.

Cost of Ownership— Sendmail's solution offers the airline a centralized management platform for email messaging under one server, one infrastructure. The cost of ownership has been dramatically lowered by removing the need to manage numerous distributed servers in its offices worldwide. Besides, the solution is capable of supporting more than 2 million users, which substantially saves the cost for opening new email accounts as the airline expands in the future.

Business Advantages— With improved system performance and efficiency, the airline can conduct massive direct marketing campaigns by sending promotional offers and personalized information to over 1.2 million target customers via email. This not only helps boost the airline's sales but also strengthens its customer relationships. Operational efficiency will be enhanced as its employees worldwide can now leverage the web-based email system to perform administrative tasks anytime, anywhere under one single platform.

The System Technology Team Manager of this international air carrier, remarked, "Sendmail's Integrated Mail Suite fits in well with the robust system needs of a large national airline like us. We are extremely pleased that Sendmail's solution has made e-communications a popular communications tool across our entire global operations."

© 2002 Sendmail, Inc. All rights reserved. Sendmail and the Sendmail logo are registered trademarks of Sendmail, Inc. All other trademarks or service marks are the property of their respective companies.



Sendmail, Inc.
6425 Christie Avenue, 4th Floor
Emeryville, CA 94608

V: 510 594 5400
F: 510 594 5429
www.sendmail.com