

# Cape Union Mart takes to the cloud with Mimecast

Local adventure retailer simplifies and optimises its email management with an all-in-one cloud-based unified email management solution

### Context

Cape Union Mart has been South Africa's go-to outlet for all things adventure and outdoor since 1933. The retail chain stocks specialised gear and clothing for a variety of outdoor pursuits including hiking, camping, trail running, mountain biking, snow sports and travel.

The Cape Town-based retail group is currently home to five major brands including its flagship outdoor store Cape Union Mart; popular technical outdoor clothing and gear brand, K-Way; casual fashion brand Old Khaki; uniform company Sparks & Ellis; and its eclectic lifestyle concept store for women, Poetry.

### Challenge

Cape Union Mart initially engaged with Mimecast to replace its incumbent archiving system, which was sapping infrastructure resources and productivity. Through consultation with Mimecast and trusted cloud services advisors In the Cloud Services (ITCS), the business identified a growing dependence upon email for communication and collaboration across its expanding retail network. This created a number of other challenges that needed to be addressed.

"We support an expansive branch network of more than 150 individual stores across South Africa as well as in Botswana and Namibia from our central facility," explains Jason Rigby, Head of Infrastructure for Cape Union Mart. "We needed a standardised means of backing up and storing archived mail that would reduce data loss and enable tracking and retrieval of important information while enforcing governance across the business."

### AT A GLANCE:

#### Company

- Cape Union Mart
- Industry: Retail
- Number of Email Users: 400

#### Objectives

- Continuous innovation and business enablement
- Support the business's cloud journey
- Drive down IT investment in infrastructure
- Reduce risk associated with email archiving and compliance
- Address user productivity
- Improve business continuity

#### Benefits

- Rapid and hassle-free implementation
- Seamless integration between Continuity, Security and Archiving
- Mitigation of email-related risk
- Marketing insight through Stationery elements
- Mail is accessible from any location or device



### Solution

As a brand, Cape Union Mart pursues the extreme, from innovative product offerings to creating really ‘wow’ customer experiences. It applies a similar approach to its technology, consistently adopting ahead-of-the-curve solutions that enable operations while keeping investment lean. This made the Mimecast Unified Email Management (UEM) solution an ideal fit for the business.

ITCS’s enviable track record assisting with the implementation of Mimecast and incorporating its technology seamlessly into the operation of mission-critical email environments also helped streamline a near flawless implementation.

The offering delivers security, continuity and archiving as a single integrated cloud-based service. Users can transition seamlessly onto Mimecast’s own purpose-built grid, regardless of location or device, guaranteeing continuity and accessibility.

From an administrative perspective, activities are conveniently managed via a central, web-based administration console, which couples visibility with an intuitive user interface.

To support the business’s enterprise mobility strategy, certain users – buyers and management in particular – can access the Mimecast platform directly from their mobile devices, with the same level of security and accessibility as if they were in the office, from anywhere in the world.

According to Evan Torrance, Group Services Director for the Cape Union Mart Group, Mimecast was the only solution to offer this all-in-one approach to the company’s mail management. “In our opinion, Mimecast sets the industry standard,” he says.

### Benefits

Mitigating email-related risk

Mimecast has created a stable environment that has been 100% available since its deployment in 2010. Its exceptional security has reduced spam and malware to rare occurrences and offers complete peace of mind around compliance.

Equally important is the fact that mails are securely archived and easy to retrieve. “Key correspondence can no longer conveniently ‘disappear’ and we always have a traceable and verifiable paper trail in the event of litigation or HR infringement. There have been numerous instances where this has proved invaluable to our business,” says Rigby. “We have also noted a positive influence on our users’ behaviour with regards to malicious mail usage.”

**“We are outsourcing to a partner that shares our values and is committed to helping us deliver the kind of experience that has become so synonymous with the Cape Union Mart brand.”**

- Evan Torrance  
Group Service Director  
Cape Union Mart Group

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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