

California ad agency
picks Kerio for company-
wide messaging



Mac mail server throws winning pitch.

"I needed something easy to administer and to use, and that is why I chose the Kerio MailServer," says Marcos Arroyo.



Marcos Arroyo, IT Manager, Davis Elen Advertising

As the person responsible for administering his company's email, Marcos Arroyo saw the up-time for the mail server decreasing while the number of angry phone calls from complaining users was rapidly increasing.

For most of the 150 employees of Los Angeles based advertising agency Davis Elen, where Marcos works as IT manager, email is a more important resource than the phone. But rather than becoming a more reliable tool with the passing of time, their mail server was crumbling away.

Webmail anyone?

"Our employees were screaming – where is my web mail, why can't I access my mailbox from home, why can't I setup auto-reply messages for when I'm away?" comments Marcos. "I needed a mail server that offered security, robust IMAP capabilities, web email, remote administration, and built in filtering and notification capabilities. Our existing mail server couldn't do any of that."

Email had been used at Davis Elen even before Marcos got on board five years ago. The company first used the Eudora Internet Mail Server (EIMS). Employees were quick to adopt email services and it became a routine way of communicating with customers.

But lately, lack of modern features outweighed the simplicity of EIMS. "We needed more options," says Marcos.

Being part of an advertising agency drove Marcos to the conclusion that the most obvious ideas are not necessarily the best. "Initially, I was looking at Microsoft Exchange. But I was so tired of viruses that I decided to stay away from Microsoft," explained Marcos.

Windows couldn't cut it

The ad shop uses both PCs and Macs and a couple of Windows servers. But for mail server, Marcos decided not to go with the crowd. "We chose a Mac mail server. There were two rea-

sons: One is that I was looking for something robust. It had to be UNIX based. It should support both systems, be strong in both environments. Mac OS X is running on UNIX, it's very stable and has an easy interface," commented Marcos on his decision.

"Secondly, I opted for a Mac mail server because we have such a small IT department," adds Marcos who used to run the Davis Elen IT department on his own and only recently hired an IT assistant. "There is not much time for maintenance and keeping up with the latest software. Viruses are also a big problem. If we had chosen Microsoft or another mail server that runs on the Windows platform, we would have had to deal with viruses. With a Macintosh mail server you do not have to worry about viruses that much."

And the winner is...

The final contestants were Stalker CommuniGate Pro and Kerio MailServer. "I looked into Stalker's CommuniGate Pro and it is a very good product, but I did not like their web based interface... too much clutter, too bulky," Marcos continued. "I needed something easy to administer and to use, and that is why I chose the Kerio MailServer."

Kerio MailServer is now hosted at the company's headquarters in downtown Los Angeles. It provides email access to all of the onsite employees and was recently expanded to give access to people working from remote locations or traveling.

"I was looking for an email program that is robust, reliable, and secure. I tested Kerio and it was exactly what I was looking for," Marcos concludes. "To this day I am happy with the decision use it, as the product keeps getting better and better with each upgrade."

Kerio MailServer helps Davis Elen maintain its stature as the largest and the oldest privately held advertising agency in California.



Davis Elen Advertising

Founded in 1925, Davis Elen is the oldest advertising shop in the city. Today the company runs satellite offices in San Francisco, Portland and San Diego serving such high-profile clients as McDonald's Operators of Southern California, San Diego & Portland, Knott's Berry Farm, and Southern California and San Diego Toyota Dealers Associations.