



## Quest Ensures that Imperial Tobacco's Exchange 2003 Deployment Doesn't Go Up in Smoke, and Delivers ROI of Up to 500 Percent

Imperial Tobacco is the world's fourth largest tobacco company, which manufactures, markets and sells a comprehensive range of cigarettes, tobaccos, rolling papers, filter tubes and cigars in around 130 countries. Key global brands include Davidoff, West, Drum, Golden Virginia and Rizla. It has around 14,500 employees and 31 manufacturing sites across the globe. Successful acquisitions have been a hallmark of Imperial Tobacco for a number of years. Since 1997, the company has invested £6.2 billion in thirteen acquisitions. As a result of these significant changes in the business, Imperial Tobacco's central IT function – based at its headquarters in England – was asked to consolidate the organisation's entire environment to one Exchange and Active Directory (AD) platform.

### The Challenge

As a global organisation operating in multiple time zones, Imperial Tobacco requires an e-mail system that is available 24/7.

For most organisations, e-mail is more than just a communication tool. It facilitates collaboration and business activities among employees, customers and suppliers. Imperial Tobacco has integrated its e-mail system into its warehouse systems to generate product orders. E-mail is also a key to project management at the company, whether it's for building a new factory or creating a new product. Multiple cross-functional teams use e-mail to coordinate activities and ensure smooth execution. With hundreds of interdependent tasks in any project, even small delays caused by e-mail downtime can severely impact timelines, ultimately affecting revenues.

Towards the end of 2003, Imperial Tobacco had planned to migrate from Exchange 5.5 to Exchange 2003. With several of the company's sites running other e-mail environments (Exchange 2000 or 2003), the company saw the migration as an ideal opportunity to both deploy and consolidate to one Exchange 2003 environment. Moving to Exchange 2003 would also enable Imperial Tobacco to consolidate its AD environment, so it could benefit from the collaboration, mobility and file-sharing advantages that a single AD forest provides. It planned to initially deploy a unified Exchange 2003 environment to the main site in Bristol, England, with deployment to the other sites to follow after the main site transition was complete.

Imperial Tobacco recognised that to ensure a smooth and successful migration, additional software was required. As a global company with needs for around-the-clock user-access, it was critical to Imperial Tobacco that its business not be interrupted. A solution was therefore required that would minimise both the impact of the deployment on its 9,000 users and the risk of a failed migration.

### The Quest Solution

Imperial Tobacco had previously worked with Aelita, which was acquired by Quest in 2004, during its migration from Windows NT to 2000, and had been very impressed with the products. As a result, Quest was at the top of Imperial Tobacco's list of possible vendors for this project. Following a proof-of-concept project during which Quest proved to be the strongest vendor, Imperial Tobacco selected Quest's Unified Communications solutions to manage its messaging information and infrastructure. Seeking improved communications and alignment with business objectives, the company leveraged Exchange Migration Wizard, Quest Migration Manager for Exchange and MessageStats, the latter having been recommended to Imperial Tobacco by Microsoft.

Exchange Migration Wizard is an award-winning deployment and co-existence application for transitioning Exchange 5.5-based environments to new or existing Exchange 2000/2003/2007 environments. Quest Migration Manager for Exchange restructures or consolidates existing Exchange 2000/2003 environments. As with all Quest migration solutions, both of these products facilitate deployments with ZeroIMPACT™ on resources and users.

Over a period of six months, Imperial Tobacco deployed Exchange 2003 to the 3,000 users at its main sites in batches of 50 to 500. All migrations ran smoothly, and proceeded more quickly as the process was refined at each stage. Following the completion of the initial main site migrations, Imperial Tobacco used its Quest solutions to consolidate a number of other stand-alone sites into its main AD and Exchange forest.

### Overview

*"With the risk of a failed migration minimised, I would estimate that Exchange Migration Wizard and Quest Migration Manager have provided us with an ROI of 400 to 500 percent."*

- Greg Roche,  
Design & Planning Manager,  
Imperial Tobacco



### Headquarters

Bristol, England

### Services

Tobacco products manufacturer

### Critical Needs

A solution to provide a seamless deployment of Exchange 2003 with minimal end-user impact

### Solution

Exchange Migration Wizard, Migration Manager for Exchange and MessageStats

### Results

- Achieved a seamless, low-risk migration with minimal end-user impact
- Increased speed of migration by up to 300 percent
- Delivered ROI of up to 500 percent
- Achieved problem-resolution time savings of 83 percent
- Provided time savings of four weeks per year through proactive Exchange management to keep e-mail up and running

Imperial Tobacco uses Quest MessageStats™ to gather, analyse, and report on its messaging environment, so executives and administrators can align e-mail usage with service levels, migrations, capacity planning, policy compliance, and strategic goals. The tool provided the company with critical and credible data about its e-mail environment prior to the Exchange 2003 deployment. The audit highlighted any issues it might encounter, thereby reducing the risk of any hitches and ultimately a failed migration. Post-migration, MessageStats has enabled Imperial Tobacco to adopt a proactive approach to managing its Exchange environment, in areas such as capacity planning and traffic analysis. This approach ensures the ongoing availability of its messaging infrastructure.

Moving forward, Imperial Tobacco will be using Quest's Domain Migration Wizard, Migration Manager for Active Directory and Reporter to continue its consolidation project and unify its AD environment.

## The Bottom Line

Imperial Tobacco used Quest's Unified Communications solutions to ensure the ongoing availability and successful deployment of Exchange 2003 to 3,000 users across its key sites with no system interruptions. "Our Quest solutions ensured that e-mail didn't go down, and that our users were barely impacted – IT management was very impressed," said Greg Rocke, design and planning manager, Imperial Tobacco.

Quest's Unified Communications solutions also increased the speed at which Imperial Tobacco was able to deploy Exchange 2003. "The migration was two to three times faster than it would have been," noted Rocke. The solutions also delivered a dramatic return on Imperial Tobacco's investment. "With the risk of a failed migration minimised, I would estimate that Exchange Migration Wizard and Quest Migration Manager have provided us with an ROI of 400 to 500 percent," added Rocke.

MessageStats saves Imperial Tobacco time when it comes to managing its Exchange environment. "MessageStats provides us with full visibility of what's happening on our 25 Exchange servers; the information is detailed and we trust it," commented Rocke. "Now we don't need to react to problems; instead we use the MessageStats reports to prevent problems, and any issues typically take 20 minutes to resolve instead of two hours – a savings of 83 percent. In addition, our proactive approach means that we gain about four weeks of productivity each year, because e-mail does not go down."

## About Imperial Tobacco Group PLC.

Imperial Tobacco is the world's fourth largest international tobacco company. It manufactures, markets and sells a comprehensive range of cigarettes, tobaccos, rolling papers, filter tubes and cigars in around 130 countries worldwide. It has around 14,500 employees and operates 31 manufacturing sites across the globe. Key global brands are *Davidoff*, *West*, *Drum*, *Golden Virginia* and *Rizla* which are complemented by a strong portfolio of regional and local brands such as *Lambert & Butler*, *JPS*, *Horizon*, *Maxim*, *Excellence* and *Route 66*. Imperial Tobacco's revenue in 2007 was £12.3 billion.

## About Quest Software, Inc.

Quest Software, Inc. delivers innovative products that help organisations get more performance and productivity from their applications, databases and Windows infrastructure. Through a deep expertise in IT operations and a continued focus on what works best, Quest helps more than 50,000 customers worldwide meet higher expectations for enterprise IT. Quest's Windows Management solutions simplify, automate and secure Active Directory, Exchange and Windows, as well as integrate Unix, Linux and Java into the managed environment. Quest Software can be found in offices around the globe and at [www.quest.com](http://www.quest.com)