

Shelly Automotive Group Keeps Executive Email Rolling with AppAssure

Background

Shelly Automotive Group operates five car dealerships (BMW, Mercedes Benz, Mini, Infiniti), Dealers Choice

Shelly Automotive Group

Auto Auction, and Spectrum Collision Center in Orange County, California. Managing 7 business locations, 400 employees, a wide variety of partners, and, of course, customers requires a lot of communication and Shelly executives rely heavily on Exchange. Mike Price, Director of IT at Shelly Automotive, and his two-person team AppAssure to affordably protect executive mailboxes.

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– **Mike Price**
Director of IT,
Shelly Automotive

Looking for a reliable, affordable solution

Shelly Automotive sells luxury cars – BMW, Mercedes Benz, Infiniti, Mini Cooper – through 5 dealerships in Orange County, California. They also run two other businesses: Dealer’s Choice Auto Auction and Spectrum Collision Center. In the highly competitive world of car sales and service, customer communications and care are key. In fact, the Shelly Automotive mission states, “We build relationships that are consistent with our values and we strive to fulfill the needs of every stakeholder, thereby earning their loyalty.”

Mike Price, Director of IT at Shelly Automotive oversees the Microsoft Exchange environment that fuels executive communications with customers, employees, and partners. “I really needed a way to recover lost or deleted email,” remembers Mike. “I was using bare minimum backup for the Exchange data store every night but I couldn’t recover the system or a message. If we’d ever lost email, we would have been in a world of hurt.”

Protecting Microsoft Exchange with AppAssure

Mike needed to find a low-overhead solution – his team is three people including him – that was affordable. “Times are tough and budgets are limited,” reports Mike. AppAssure met both requirements.



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AppAssure’s tech support team helped Mike through implementation. “Our servers didn’t meet the minimum requirements so tech support helped me install and earlier version of AppAssure, take a snapshot, then upgrade Exchange. I’m really busy so I could only work on things a bit at a time. Tech Support stayed with me the whole way.”

Now Mike is taking snapshots of his Microsoft Exchange environment every 15 minutes and using AppAssure to recover those lost email messages he used to worry about. “Our Human Resources Director lost a really important folder of legal messages,” says Mike. “I fired up AppAssure, found the folder, and instantly restored it to her mailbox.”

Customer Service Makes the Difference

Mike is really pleased about the way AppAssure is performing Microsoft Exchange backup and recovery for his executive group. He foresees extending it’s use for branch offices and dealership email backup and restoration after he finishes a hardware migration.

He’s also extremely pleased with AppAssure’s tech support. “I’ve been in IT for a long time and have worked with a lot of vendors,” he says. “Some of them are impossible to work with. They have all sorts of hoops to jump through: license keys, difficult purchase processes, it’s hard to get through to support. AppAssure techs stay with you. I always talk to the same person who knows me and my installation. There’s no bureaucracy and you can get an answer. I’ve been able to build a personal relationship with AppAssure.”

That’s just what Shelly Automotive does for its customers.

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