

The Evans Fruit Company uses ArcMail Defender to manage sales transactions and comply with the FRCP.

Organization: Evans Fruit Company **Location:** Cowiche, WA
Client Since: July 2007 **Product:** Defender XPS110

Since they started growing apples in 1949 in a small orchard near Yakima, Washington, Bill and Jeannette Evans have built their business through a hands-on approach to every aspect of growing, packing and shipping their product. Today, the Evans Fruit Company maintains rigorous quality control throughout an 8,000-acre growing operation and three state-of-the-art packing facilities. The company generates more than \$120 million in domestic and foreign sales and has been ranked #1 for the past four years on *Western Fruit Grower Magazine's* "Top 100 Growers" list.

Today, the company's commitment to quality control includes deploying the best information technology for its worldwide sales operations. According to Jeremy Hines, Manager of Information Systems, the company had devised its own email archiving system several years ago as more and more transactions were conducted online. "We saw the value of capturing all internal and external email as a way of maintaining a virtual 'paper trail' of our customer and vendor communications," he said.

Problem

The company's improvised email archiving solution substantially increased the load on its Microsoft Exchange mail server. "And searching for an email was very labor intensive, taking between two and eight hours of my time," Hines added.

Evans' IS department began evaluating archiving options to meet the need for more efficient search and restore functionality and greater storage capacity to archive approximately 1,500 emails per day for 60 employee email accounts.

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Evans Fruit Company

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*- Jeremy Hines,
IS Manager, Evans Fruit Company*

About

Evans Fruit Company

In 1949, Bill and Jeannette Evans started farming their first apple orchard on Naches Heights, near Yakima, Washington. By 1959, the company had expanded to a 60-acre operation and added its first packing facility. Unlike most apple packers who rely on numerous growers of varying quality, the Evans Fruit Company has distinguished its brand by continually refining its end-to-end growing and packing operations to consistently deliver a superior product. Today, the company manages 8,000 acres in prime growing regions throughout eastern Washington and three state-of-the-art packing facilities. For the past four years, the Evans Fruit Company has been ranked #1 on *Western Fruit Grower Magazine's* "Top 100 Growers" list.

SUCCESS STORY

“Our legal counsel also recommended that we have the capacity to archive email for at least three years to comply with the new discovery laws,” Hines said, referring to the Federal Rules of Civil Procedure (FRCP) that went into effect on December 1, 2006. These require any company involved in litigation to be able to produce relevant emails in the discovery phase that precedes a trial.

The company considered a variety of archiving solutions. “We looked at a software product that runs on a Windows server,” Hines said, “but the cost of the software and the additional server along with the high maintenance requirements made it impractical.”

A managed off-site solution was rejected because it didn’t capture internal email. Another vendor’s approach was to install a device on-site to capture all email and then send it to an off-site archive for storage. “They gave us the usual assurances about ironclad encryption,” Hines said, “but we weren’t comfortable having all that critical customer information outside of our firewall.”

Solution

During a no-obligation, 30-day evaluation of the ArcMail Defender, Hines found the solution that met his plug-and-play and security requirements. “There were no compatibility issues with our Exchange server, he said. “Defender’s a low-cost appliance that’s fast and efficient. It sits on my rack like another computer and I don’t have to maintain it at all.”

Value

Hines says that the advantages of ArcMail Defender over his previous archiving system are significant. Employees can find and restore email and attachments in seconds without assistance. There were three instances during the company’s first month using ArcMail Defender where employees found emails that “saved the sale,” rapid ROI for a company whose average order is \$50,000.

Plus, adding ArcMail Defender to the network has extended the life the company’s Exchange server. “With the load we were at, we were looking at having to add another server next year,” Hines said. “With Defender handling the archiving, we’ll be able to get another two or three more years from the one we have.”



Contact Us

To learn more about ArcMail’s complete email archiving and management solutions, [email sales@arcmail.com](mailto:sales@arcmail.com), call 866-417-6495 or visit www.arcmail.com.

“Their support was awesome.”

Jeremy Hines had the opportunity to experience ArcMail’s commitment to total customer support even before he became a customer. Toward the end of his company’s no-obligation 30-day product evaluation of ArcMail Defender, Hines attempted to import the company’s existing 20 GB email archive into the appliance. 125 exceptions failed to import, due to corrupted email data such as improperly forged spam headers.

“We couldn’t tell what the exceptions were,” Hines said, “and our legal department said that to be compliant with the FRCP, we’d want to be able to identify them. ArcMail’s import specialist worked with me to validate that the exceptions were junk — there was a record in the database but no actual email message. ArcMail extended our eval period until our lawyers were satisfied that we’d be in total compliance. Their support was awesome.”

