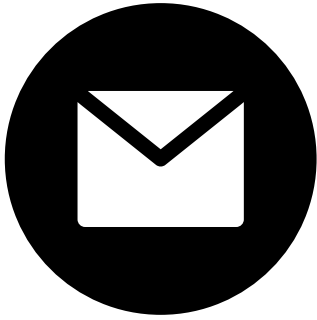


Reducing Email Traffic with a Custom Monitoring System



YEAR:
2021

INDUSTRY:
Media Company

EMPLOYEES:
3,300

About iuvo Technologies

iuvo Technologies is a Boston-based IT consulting company and managed services partner offering IT services and solutions to help businesses scale, increase efficiency and solve other business problems. We've spent the last fifteen years disrupting the MSP industry to bring exceptional service to co-managed and in-house IT teams. Our core belief is technology should elevate your business results. Managed Services, IT Consulting, IT Strategy, Virtual CIO, DevOps, Business Continuity, Cybersecurity and more are part of our offerings to make our clients successful.

Issue

A long-time client was experiencing issues with the amount of emails they were receiving. They were getting sent an email anytime something ran—resulting in upwards of 40,000 event-driven emails per person per month. This influx of emails also meant that issues could easily be missed, since many had begun ignoring the emails due to the sheer amount and frequency. Had the system stopped working completely, the client would have likely missed that as well.

Solution

One of the previous projects we had done for this client was developing an extensive monitoring and notification system. Iuvo Technologies determined that utilizing this system would be the best method to reduce these emails and create more meaningful alerts. Instead of the script running and sending out an email every time something happens, the script runs and sends a message to the monitoring system, which then determines if it should notify anybody.

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Results

Moving this process to the monitoring system we created produced several key benefits, including:

Improved business continuity: Before we intervened, they were receiving upwards of 40,000 emails per day, which meant that breaches and other issues could be potentially missed within the sheer volume of emails. By moving the process to our monitoring system, the client could worry less about potential downtime or other challenges because they would be actively notified of abnormal situations that required immediate action. Overall, the improved business continuity gave our client peace of mind that their systems would stay online, and they would be able to address any issues in a timely manner if something did happen.

Increased productivity: Less emails meant less time sorting through them and determining their source. Our monitoring system notifies them if necessary, so our client can spend more time on valuable tasks, and only dedicate time when there is an actual issue. Additionally, with the monitoring system, the list of people who received the alert was pared down, meaning it will only go to the relevant people, instead of going to a larger list of people and creating extra confusion.

User experience: The move to the monitoring system improved user experience in three major ways. One was that employees' day-to-day was better and more productive—since they were able to spend more time on the tasks that matter. Second, in the speed and reliability of their systems. The influx of emails was taking up a lot of energy and slowing processes down. Without all these emails, our client could be sure that their system was operating at maximum efficiency. Lastly, problems in handling the sheer volume of emails in group and individual mailboxes was removed, making the email flow faster and more efficient and reducing the total storage required.