

# Tottenham Hotspur Case Study

## 'To Dare is to Do'

How One of London's Leading Football Clubs Tackled Its Issue of Email Archiving With the Home Support of bluesource

Tottenham Hotspur Football Club is a leading English professional football club and a member of the Premier League. The club's Latin motto is *Audere est Facere* (lit: "To Dare is To Do"), and its emblem is a cockerel standing upon a football. The club has a long-standing rivalry with near neighbours Arsenal and matches between the two teams are known as the North London derby.

Spurs have 1.4 million fans in Britain, and counting, drawn largely from North London and the Home Counties, with home matches traditionally attracting sell out attendances. In several seasons during the 1950s and 1960s, Tottenham had the highest average attendance in England. There are also Tottenham supporters clubs located all over the world.

The club's list of honours includes two League title successes, eight FA Cup wins and three League Cup triumphs. In Europe, Spurs have twice lifted the UEFA Cup and the European Cup Winners' Cup. Over the years their all-star teams have included such legends of the game as Danny Blanchflower, Dave Mackay, Glenn Hoddle, Ossie Ardiles, Jurgen Klinsmann, Paul Gascoigne, Jimmy Greaves and Gary Lineker.

Their current squad is packed with internationals including Dimitar Berbatov, Robbie Keane, Jonathan Woodgate, Aaron Lennon and Ledley King.

Tottenham Hotspur employs 260 full-time staff, excluding the players, who are based across its three sites; the stadium at White Hart Lane, its training ground in Essex and the club's merchandising division in Enfield, Middlesex.

## Technological Advances for the Beautiful Game?

In the digital era, email has been heralded as indispensable; a killer application that renders businesses unable to operate without the use of instant email communication and restoration of historic messages and those all important attached files. The business of a football club is to win matches, but the backbone of the business still relies on the core use of technology, namely email, as it touches every area of its commercial interests, including the communication for player transfers, match planning, hospitality and club negotiations.

Philip Rose, IT and Telecomms Manager for Tottenham Hotspur Football and Athletic Club Ltd. was becoming increasingly aware that the business could potentially suffer at the hands of the exorbitant influx of email it was receiving, while users were adding to the burden by not deleting email in a timely fashion. This was resulting in full mail servers and was impacting on the system. Mail servers were taking a long time to restore and with the ongoing challenge of keeping the servers up and running, Rose and his team needed to find a solution to the increasing email demands, without the need to limit staff mailboxes, while providing a secure and robust means of storing and retrieving all email and subsequent attachments, for instant access when required.



## Making a Sub; Intelligent Archiving Platform

"From researching the market and the potential solutions available to us, we were confident that the fit with bluesource and the Symantec Enterprise Vault for ongoing email retention was a good one," noted Rose. "We are not in the habit of being guinea pigs when something as business critical as this is involved, so we felt this was the right choice as it was proven technology. We were also impressed with bluesource's pedigree and their expertise in the messaging arena."

Committed to providing services that deliver real business benefits, bluesource worked with the IT team to help align their messaging strategy with their business priorities. As the leading Symantec Enterprise Vault provider in EMEA and one of only two Symantec Technical Support Partners for the Vault in Europe, bluesource provides comprehensive expert consulting services to deliver enterprise-wide archiving solutions.

bluesource is a leading consultancy that uses its proficiency within the Microsoft Exchange and messaging environments to help companies implement the right solution, bridging the gap between business benefit and IT. bluesource also enables clients to utilise internal resources more strategically.



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With a service level agreement in place with bluesource for our Exchange helpdesk, their consultants helped us migrate our old servers to a virtual Exchange environment while we were setting up the new system," commented Rose. "We have 300 mailboxes in total, but the issue of not implementing volume limits on individual boxes was paramount to us, as was the ability to securely store, archive and retrieve mail, while taking the burden of increasing email loads off the mail servers."

Since the implementation of Symantec Enterprise Vault, Tottenham Hotspur has now appointed bluesource as its partner for messaging support. The Club now has an ongoing Enhanced Support contract, which provides enhanced levels of cover over and above the support that a client would normally expect to receive from their vendor. Calls are answered directly by bluesource engineers who are experienced in all the issues rather than just a small skill set, and an engineer is dispatched onsite if required. The result is higher SLA's which help ensure Tottenham Hotspur's turnaround time from beginning to end is minimised.

"With bluesource as a support partner, we know they are geographically local if we need them, which is a great advantage, and secure in the knowledge that the messaging system performance is optimised, availability is maximised and any potential problems can be identified and dealt with," noted Rose. "This avoids current and future vulnerability of our messaging stores, which in total, gives us peace of mind and confidence in the abilities of bluesource and our messaging environment."

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