

SONIC Corporation

Delivering a Hybrid Messaging Solution

“MIRAPOINT OFFERED AN APPLIANCE-BASED MESSAGING SOLUTION THAT WAS EASY TO DEPLOY, EASY TO USE, EASY TO MANAGE, AND VERY COST EFFECTIVE.”

Brad Sheriff, Senior Director of Brand Technology, SONIC Corp.

CASE STUDY | ENTERPRISE



BUSINESS NEED

Reliable, cost-effective solution that could provide messaging services to users at 3,000 locations

SOLUTION

Mirapoint Message Server

BOTTOM LINE

The Mirapoint hybrid messaging solution delivers high reliability and usability with low TCO

Background

For more than 50 years, SONIC Corp., headquartered in Oklahoma City, Oklahoma, has built a dominant position in the drive-in restaurant business by sticking to what made drive-ins so popular in the first place: made-to-order American classics, signature menu items, speedy service from friendly carhops, and heaping helpings of fun and personality. Today, SONIC is the largest chain of drive-in restaurants in America.

The Business Need

Keeping this geographically dispersed organization running smoothly is a daily challenge. With over 3,000 stores, maintaining close communication between headquarters and stores is critical. SONIC had deployed a Microsoft Exchange email system for users at its headquarters, but the cost of extending messaging services to thousands of store locations was cost prohibitive. The company needed a reliable, manageable, secure, yet cost-effective solution that could provide messaging services to its 3,000 locations.



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The Mirapoint Solution

Deterred by the high cost of extending its existing system, SONIC considered a hosted solution. But that too proved costly, and meant giving up control to a third party. A third option, however, provided just what SONIC needed.

While knowledge workers at the company headquarters demanded the feature-rich messaging and collaboration functionality offered by Exchange, store managers and shift managers at store locations had basic messaging needs. SONIC chose the Mirapoint Message Server™ to provide this hybrid messaging solution, giving store employees access via an inexpensive Webmail portal. “Mirapoint offered an appliance-based messaging solution that was easy to deploy, easy to use, easy to manage, and very cost effective,” says Brad Sheriff, senior director of brand technology at SONIC.

The Mirapoint Message Server is a solid foundation for a secure messaging infrastructure, providing a standards-based platform that intelligently serves, secures, and manages messages with multi-mode client access. Mirapoint appliances offer the industry’s best price-performance and the scalability to handle the most demanding messaging environments.

Approximately 5,600 SONIC employees rely on Mirapoint for messaging. Users at each store share a computer and log on to email via a Web portal. “We’ve extensively customized the Mirapoint user interface to make it even easier to use and more relevant for employees,” says Sheriff.

The Bottom Line

Mirapoint’s hybrid messaging solution offers SONIC users the features they need without having to pay for features they don’t need-up to an estimated savings of 63 percent according to the Radicati Group, Inc.

Store manager and shift managers have ready access via Webmail to the information they require to manage more effectively and streamline decision making.

The Mirapoint messaging appliance has been reliable and easy to manage and maintain.

About Mirapoint

Mirapoint® is the market leader in appliance-based solutions for secure message networks in enterprise, service provider, and education organizations, with more than 115 million mailboxes served and secured worldwide. Customers use Mirapoint appliances including the Message Server mail appliance and RazorGate mail security appliance to build the messaging infrastructure that intelligently serves, secures and manages email. Mirapoint is headquartered in Sunnyvale, California, with offices throughout North America, Europe and Asia. For more information on Mirapoint, visit its Website at www.mirapoint.com.

Configuration

- Mirapoint Message Server Appliance