
CASE STUDY

Helzberg Diamonds

A reliable archive solution providing secure email management for Helzberg Diamonds

Customer profile

Helzberg Diamonds is a jewelry retailer founded in 1915, with over 200 stores across the U.S. Initially starting as a small catalog business in Kansas City, Helzberg Diamonds has transformed into an industry-leading jewelry company that provides high-quality, ethically-sourced materials.

Now headquartered in Missouri, the jeweler giant has been a proud member of the Berkshire Hathaway family since the 1990s. Notorious as one of America's favorite diamond families for nearly a century, Helzberg Diamonds continues to grow in size and success.

Customer requirements

In order to follow information security best practices, Helzberg Diamonds proactively sought to find an archiving vendor to retain and preserve their enterprise email communications. Helzberg Diamonds was looking for an integrated solution that would capture and preserve all email communications sent and received within the business for up to seven years. Alongside this, the team also wanted to meet internal requirements championed by the Helzberg Diamonds Human Resources and Legal departments, to ensure alignment with regulatory recordkeeping rules within the company.

Global Relay Archive was determined by the team to be the most viable solution to manage and archive their end-to-end communications.



[The Global Relay team is] easy to work with and we always get exceptional support.

Bob Barrentine

Lan Administrator, Helzberg Diamonds

Implementation process

With regard to implementing Global Relay Archive, the Helzberg team described their integration and onboarding experience as 'seamless'. When users request historical information within Global Relay Archive, or want to recover an email, IT support is able to quickly and accurately find the materials needed to meet the daily operations of a busy retail enterprise. The system is so easy to use in fact, that the Helzberg team has not had to adopt a formal rollout plan as the product scores highly in both accessibility and usability.

The Helzberg team is particularly pleased with the ability to access Global Relay Archive directly from their native email client, which ensures users across the company are properly storing and archiving their emails without having to make formal requests. Previously, it was up to the individual user to manage their inboxes and retain messages according to procedural standards. With Global Relay Archive, the IT team no longer needs to manage this burden for users, which improves internal workflows and ensures all users comply with email retention requirements.



Global Relay Archive is an insurance policy for our organization that requires little upkeep and just works the way we need it to.

David Lembke

IT Operations Manager, Helzberg Diamonds

The outcome

Since implementing Global Relay Archive in 2013, Helzberg Diamonds has confidently used Global Relay as a means of securely storing and preserving email communications. Specifically, it lists benefits as including:

- **Compliant email retention:** through Global Relay's Archiving solution, Helzberg Diamonds is able to securely retain emails for more than seven years, as required by their industry. Embedded workspace and workflow capabilities within Global Relay Archive allow users to manage their data effectively and efficiently.
- **Automated IT resources:** Helzberg's IT team no longer has to manage individual requests for inquiries, as the ability to automate workflows and processes through the Global Relay Archive allows individuals to work smarter and harder. This in turn has led to increased productivity and efficiency for the Helzberg team.
- **Accurate eDiscovery:** in the event of internal requests from legal departments, the Global Relay Archive assists the IT team, allowing them to act quickly and confidently to source and present the information required. IT teams can rapidly retrieve historical data, identify, segregate and classify it for audit and investigation purposes.

Looking for a comprehensive and dependable electronic records management solution?

Global Relay provides cloud-based recordkeeping and compliant communication solutions to over 20,000 organizations in financial services, energy, government, healthcare, retail, media, and more. Global Relay enables you to manage, control, and profit from your electronic communications data.

Key advantages

- Seamlessly capture all your data and securely store it in one, compliant Archive
- Access, search, and analyze all business data in a configurable Archive to meet eDiscovery and audit requirements
- Reduce multi-vendor complexity and mitigate third-party risk with a single solution with a single source of accountability
- Identify, enrich, organize, and share data with the right people with eDiscovery and surveillance capabilities
- Automatically identify and tag users and their activity based on their corporate accounts



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