

# Bump Your Email Up To Business-Class

How do you know it's time for business-grade email?



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## Executive Summary

There are many benefits to paid, hosted business-class email, including enhanced security and ease-of-use. What many business owners and IT professionals might not realize, however, is that IT resource savings are also huge perks. In this eBook you will learn:

- Why Microsoft Exchange Online is more effective than free email solutions
- How Office 365 and Exchange Online work together to form a powerhouse partnership that benefits small and mid-size businesses (SMBs)
- How Exchange Online takes weight off the IT department's shoulders and makes email migration quick and easy



# Are You Ready for a Smarter Business Email Solution?

The decision to move a business's email service from a free service to a paid, hosted solution is a big commitment. Thanks to business-class hosted email from Microsoft, it's easier than ever to provide your organization with the email access it needs to stay professional and productive—without blowing the budget.

How do you know it's the right time to migrate your organization to a business-class email service? There are three big indicators it might be time to consider Exchange Online:



## You're Ready to Get More Out of Your Email

In general, free email services are built for consumers. Many businesses use them when they start out, but as time goes on, they quickly outgrow those consumer-grade solutions. As upgrades to the business's technology are prioritized, email is going to be high up on the list. This is where a paid email service like Exchange Online comes in.

Paid email services offer extra features and better security, including:

- Support for custom email addresses
- More cloud storage space for messages
- Collaboration tools
- Better IMAP support so messages are easily accessible on any device
- Anti-malware and anti-spam filtering to protect mailboxes
- Data loss prevention

Another huge business benefit? No ads and spam protection.

Exchange Online is more secure than free email services and provides anywhere access to email across devices that's backed by Microsoft's expertise and worldwide network of data centers. Add Office 365 to the mix and you have a powerhouse combination that includes business productivity tools that keep data secure and backed up.



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## Why Business-Grade Email is Worth the Cost

The long-term benefits of Exchange Online are considerable. When email systems go down or viruses get through, your IT team must rush to action. With many small to mid-sized organizations already stretched thin, hosted Exchange allows you to do more with less staff.

Moving to paid hosted business-class email also lets your IT team focus on its core competencies. With fewer email issues to manage, IT has greater bandwidth for finding solutions to business-specific problems. Microsoft has an extensive network of redundant servers in place to protect against email server failure and service level agreements to ensure maximum uptime, so your organization is less likely to experience interruptions in email service (and this, of course, saves IT from receiving frantic phone calls from users!).

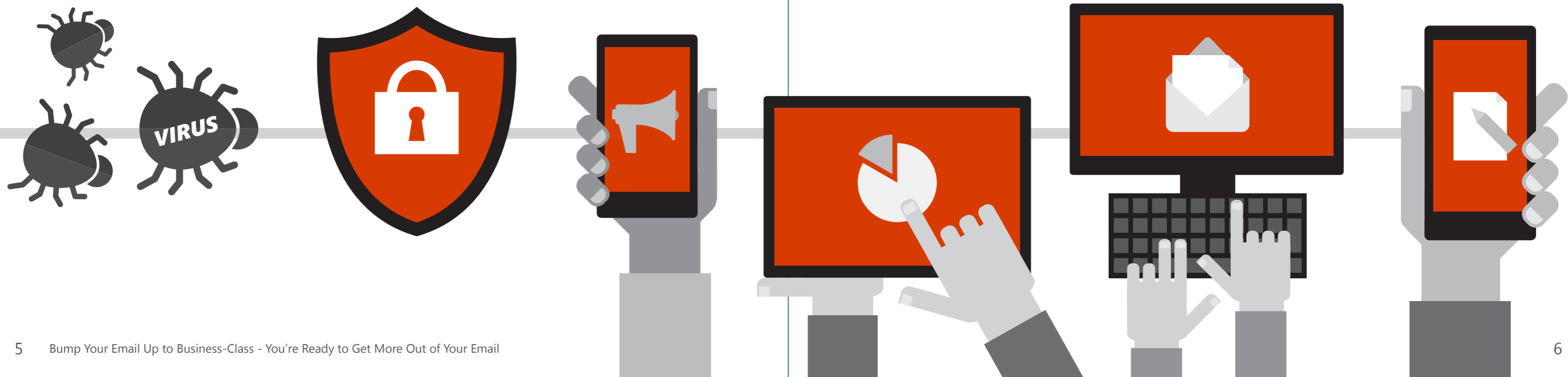
## Office 365 with Exchange Online Provides Big Business Value

There's no doubt about it: Office 365 will make the whole organization more productive—well beyond email. Your employees can work smarter with access virtually anywhere, and you can rest assured that your tools and data are secured and backed up. But there are significant cost savings to using Office 365 with hosted Exchange, as well.

Though Exchange Online is available as a standalone service, it is also available as part of an Office 365 plan. Combining Office 365 with Exchange Online can significantly lower the price of outsourced email hosting while providing a full suite of productivity software, including Office and Skype for Business, as well as 1 TB of cloud storage through OneDrive for Business.

In addition, Outlook integration enables easy email navigation, prioritization and decluttering, as well as the ability to attach the most recent file (via OneDrive), avoid common mistakes such as Reply All, and more. This integration also simplifies scheduling with easy calendar viewing and promotes collaboration from anywhere.

Office 365 is even more of a bargain when you take into account all its security compliance features. From ISO to SSAE to HIPAA certification, Office 365 email has other competitors beat—and it's still less expensive than having on-site email or purchasing hosted Exchange from a third party.





## You're Ready to Save Resources and Storage Space

It's no secret running your own business can be worrisome. When it comes to technology, limited staff and reduced resources are just a few things that are top of mind. Exchange Online takes some of the weight off your IT department's sagging shoulders.

### Seamless Experience Across Devices

Today, your employees need access to their email at all times, from any location and across devices. Hosted Exchange takes care of this by providing anywhere access to email, calendar, and contacts on all major browsers and across employees' favorite devices. And integration with Outlook means they will enjoy a rich, familiar email experience and offline access.

As more and more emails seem to appear in inboxes each day, having business email in the Microsoft cloud helps your employees manage this volume more effectively. It also enables more productivity and better team collaboration. Not only is this great for the business—but it's also great for your IT team and employees.

Finally, with mobile device policies, you can create approved mobile-device lists, enforce PIN locks—and maybe most importantly—remove confidential data from lost phones.

Despite the fact that **47%** of small businesses say they've lost a mobile device, many don't think the mobile devices in their workforce contain much sensitive data.<sup>1</sup> Is it worth the risk?

## Exchange Online Offers Large Storage Capacity

Hosted Exchange users get at least 50 GB of primary mailbox storage and can send messages up to 25 MB in size. But with certain plans, your employees also get unlimited storage with an In-Place Archive. In-Place Archiving eliminates the need for personal store (.pst) files and allows your employees to store messages in an archive mailbox accessible in Microsoft Outlook 2010 onward and the Microsoft Outlook Web App.

With Office 365 in the mix, storage capacity grows even more with 1 TB of file storage on OneDrive for Business. Your employees can access their files from virtually anywhere, share files with others, and control who can see and edit each file with this cloud-based storage service.



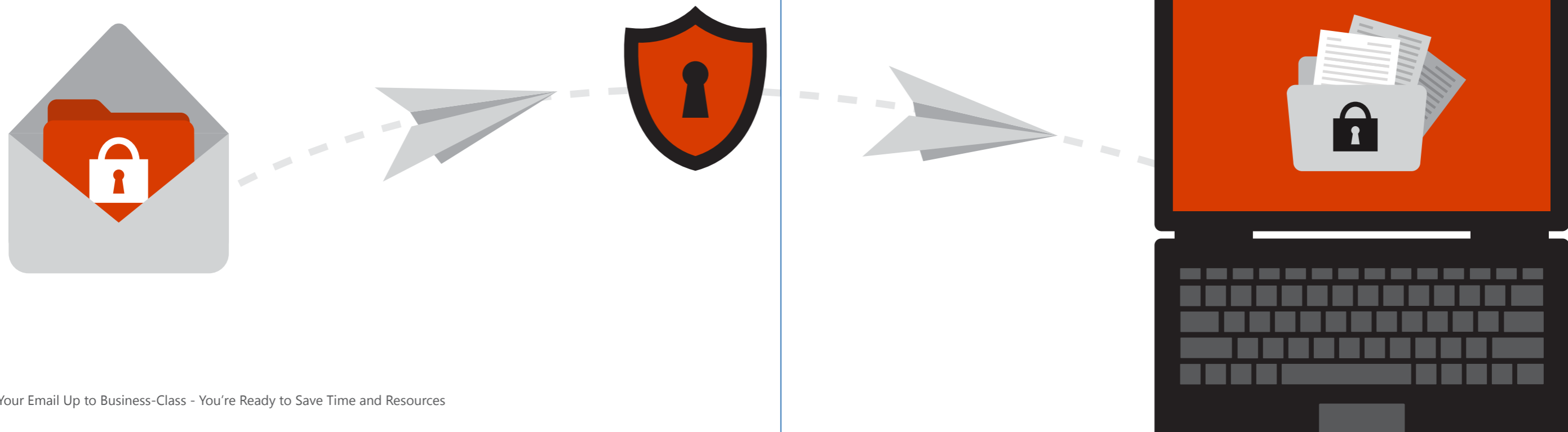
## Exchange Online Provides Advanced Security

Microsoft handles security so you don't have to. Hosted Exchange actively helps protect business communication and data with built-in defenses against viruses, spam, and phishing attacks. [Advanced Threat Protection](#) protects business email in real time against unknown and sophisticated attacks. Exchange Online also includes data loss prevention features that identify, monitor, and protect sensitive data, preventing your employees from mistakenly sending sensitive information to unauthorized people.

Policy and regulatory compliance are also simplified with hosted Exchange. In fact, Policy Tips in Outlook inform users about policy violations before sensitive data is even sent. You can run In-Place eDiscovery across Exchange, SharePoint, and Skype for Business from the eDiscovery Center to identify, hold, and analyze company data. The data always remains in place, so IT doesn't need to manage a separate store of data.

Let's face it: Free email is simply not secure enough for business use. With Exchange Online, globally redundant servers, premier disaster recovery capabilities, and automatic patching protect the business while allowing business owners and IT alike to rest easy knowing that the organization's data is backed up, accessible, and has Microsoft's powerful protection to help keep it safe.

Finally, a team of security experts monitors Exchange Online around the clock to safeguard company data. And with [Microsoft's 99.9% financially backed uptime guarantee](#), there is a lot less to worry about when your organization's email is in the Microsoft cloud.



## Exchange Online Gives You Control

You gain more control over company email with Exchange Online. In fact, the easy-to-use, web-based interface of the Exchange admin center makes it even easier to manage an organization's email.

Exchange Online lets you tailor your organization's email solution based on its unique needs. The Exchange admin center with role-based access can be used to manage Exchange and govern data loss prevention capabilities as well as site mailboxes. Hosted Exchange archiving and retention policies help users keep important data in one place while IT pros take control of storage and compliance demands.

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## You're Ready to Simplify Email Management

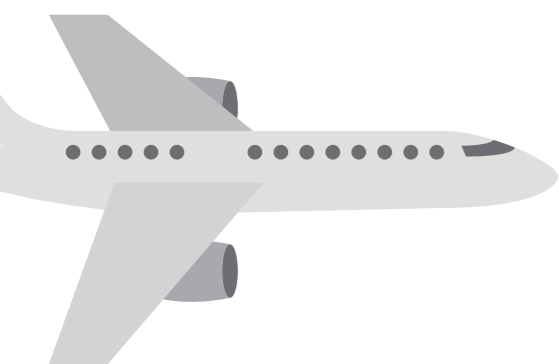
A typical email migration is no easy task. Every single user account and mail folder must be migrated while protecting message timestamps to ensure a seamless migration.

Not so with business-class email from Microsoft. Using Exchange Online to manage an organization's business email is easy—and setting it up is no different.

### Migration Is Quick and Easy

Your IT team has several easy options when it comes to migrating mailbox data from free email environments. These options include staged migration, cutover migration and IMAP migration. And within Office 365, IT can use the admin center to add domains, and the Office 365 Import Service to migrate email data.

If an organization's IT department needs help, Microsoft also offers a FastTrack onboarding service, a benefit included for qualified Office 365 customers. Microsoft onboarding experts will provide personalized assistance to ensure hosted Exchange email is ready to use company-wide.



## Conclusion

As a growing business, it's time to move your email from free to business-class with Microsoft Exchange Online and Office 365. Exchange works with all of your Office apps, seamlessly integrating for even more productivity. It saves organizations money, reduces the burden on IT resources, and most of all, removes much of the hassle of dealing with email.

[Learn more](#)



#### Source:

<sup>1</sup>Nathan Eddy, "Small Businesses Unprepared for Data Loss, Lack Backup Policies," *eWeek*, November 14, 2013. <http://www.eweek.com/security/small-businesses-unprepared-for-data-loss-lack-backup-policies.html>