

# Elevate Your Email

Why Now Is the Right Time to Take  
Your Email to the Cloud



# Introduction

***Despite new tools for real-time messaging and communication, email still makes business sense.***

With its firm grasp as one of society's preferred methods of communication, relatively low associated costs, instantaneous delivery, and simplistic saving capabilities for record-keeping and future reference, email is still a go-to tool for business communication. Considering its importance to your company's bottom line, staying on top of growing capabilities and security requirements becomes a necessity.

If the continued volume of email used in business is any indication, email growth is likely to continue to rise.

Are you doing everything you can to keep your workers' critical communication needs up to date with the latest capabilities? Could you be doing more to protect your organization against potential security threats?

The growth of cloud technology has enabled hybrid solutions that can be customized to fit your business' demands. As your company's email communication requirements grow with the technology around it, investing in the right solution is crucial to your future success.



# Why does cloud email even matter?

Perhaps your on-premises email system has been working just fine, and it's getting the job done. So, why should you change now?

It's a valid question, spurring many years of workplace discussions. As the debate rages on, cloud service providers are making significant strides in compliance, security, and data sovereignty to address common cloud migration concerns, solidifying cloud adoption's prevalence in the business world.

Those who have moved to cloud-based email reap the benefits of automated and standardized functionality—ultimately saving them money, while leaving IT with more time to drive business value. And there's no time lost in the migration, as rapid application delivery ensures business processes stay efficient during the transition.

According to a 2015 [IDG Enterprise Cloud Computing study](#), the vast majority of organizations see the value of utilizing the cloud.

## 72%

already have at least one application in the cloud.

## 56%

are currently identifying which IT operations to move to the cloud.





For those still waiting, however, delaying migration may be costing you more than you realize, as [Integra](#) reports.

## 21%

annual cost savings among companies that move to the cloud

Delaying migration can also easily lead to a significant loss in revenue. While on-premises servers may experience technical delays, cloud-based platforms almost always have more uptime. When on-premises servers go down, the resultant downtime loses more than just productivity—costing potentially more than \$1 million per hour for 1 in 6 enterprises, notes [Cogeco Peer 1](#), a cloud-hosting provider.

## 50%

of companies using cloud technology report having reduced their IT spend by 25%, according to [Integra](#).

With these numbers in mind, it may be far too costly not to migrate.



## Turn your workforce into a productivity powerhouse

Don't hire top talent only to limit their capabilities or stunt their growth with outdated technological tools. Cloud-based email enables end users to quickly benefit from continuously developing features and integration with other applications. With easy installation, upgrades, and management, the cloud lets workers turn their email into a communications hub and center for workplace collaboration.

At the end of the day, the most important thing is that your cloud solution lets your teams do more. Moving your email to the cloud enables more features and functionality than are available with on-premises systems—so employees can complete much of their day's work all within one platform.

## The Microsoft Office 365 difference



### COLLABORATE WITH A DIGITAL CO-WORKING SPACE

Brainstorm, share notes and files, schedule meetings, and store all related project resources in a dedicated workspace using Office 365 Groups.



### BECOME PROFICIENT AT TIME MANAGEMENT

Tracking and analyzing the time spent on meetings, emails, or other related work activities with [Microsoft MyAnalytics](#) provides a powerful tool for personal growth and time management improvement.



### EXCLUSIVE BUILT-IN FEATURES

Make better use of your time with built-in Microsoft apps only available with Office 365.



### CONTROL INBOX OVERLOAD

[Outlook's Focused Inbox](#) uses machine learning to analyze each user's work style over time and sorts their individual inboxes so that only the messages that matter remain. Emails are sorted based on the contents and the people you interact with most often, enabling you to easily identify and prioritize critical messages. By moving emails into the correct folder, you can teach Focused Inbox to sort what matters to you.



### SEE WHO'S AVAILABLE

Connect and communicate instantly with the "presence" feature that shows your colleagues' availability.

# Next-level company security

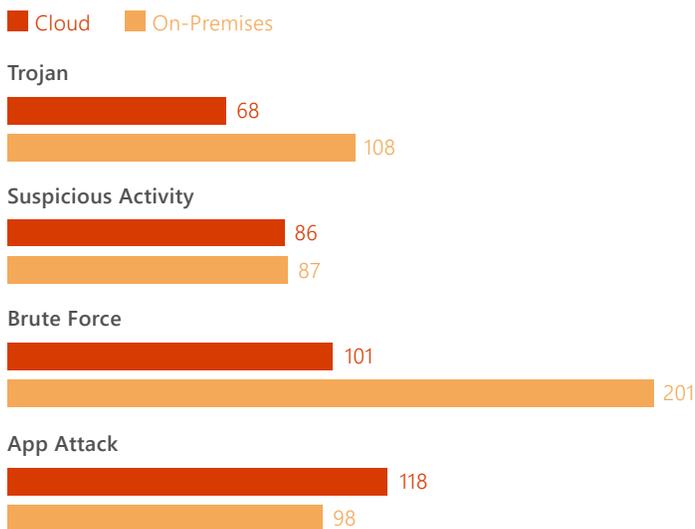
Email attacks continue to grow in sophistication, causing numerous concerns surrounding cloud technology. One of the most common myths is that cloud technology is less secure than an on-premises solution. To address long-standing data security concerns, large-scale cloud providers have stepped up their game.

According to information from [Virtru](#), 5 out of 6 large-scale companies are targeted by email attacks.

In fact, in a side-by-side comparison of its own cloud-hosted and on-premises customers' data, [Alert Logic's Cloud Security Report](#) showed that a greater number of customers with on-site servers experienced attack incidents across the board.

## Incident frequency

Average number of incidents per impacted customer



Source: "Cloud Security Report," 2015, Alert Logic



## Verizon's 2016 Data Breach Investigation Report presents sobering statistics:

# 30%

of 8+ million sanctioned phishing messages in 2015 were opened by recipients.

# 12%

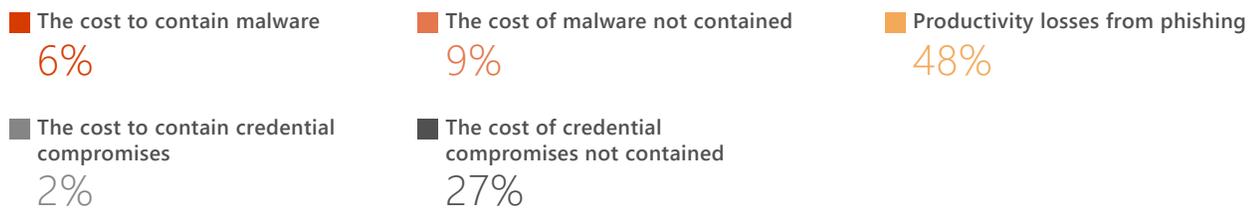
of those recipients clicked the malicious link or attachment, enabling the phishing to succeed.

As email attacks continue to grow in sophistication, avoiding them means that business security must continually rise to their level. Phishing, a frequent email attack of choice, cost large-scale organizations greatly in 2015.

To counter these threats, your strongest defense is to maintain up-to-date security protection, and you'll find more timely security updates in the cloud.

Your degree of security is based on the strength of your operating environment. With an on-premises solution, that responsibility rests on your internal IT team, whereas using a cloud provider depends on the type of partner you pick. Office 365 comes with next-level security, so you know your data—and more importantly, your business—is safe from email threats. With 1 billion Windows devices, 300 billion user authentications each month, and 200 billion emails analyzed for spam and malware, Microsoft is a trusted leader in enterprise security. The Exchange Online Protection (EOP) team remains on the lookout, blocking more than 10 million spam messages every minute. That adds up to more than 14 billion blocked messages per day.

## The cost of phishing



Cost for an 10,000-employee organization



Cost per employee



Source: "Phishing Is a \$3.7 Million Annual Cost for Average Large Company," 2015, CSO Online

## The Microsoft Office 365 difference



### HOLD A STRONG LINE OF DEFENSE

Office 365 cloud email employs multiple layers of protection against spam and malware with Exchange Online Protection, including spam filtering, connection filtering, malware filtering, virtual detonation chambers for attachments, and rewritten links that are automatically directed to a protective shell when clicked.



### PROTECTION AGAINST THE UNKNOWN

With new advanced security threats being created every day, Office 365 **Advanced Threat Protection (ATP)** expands your defense against malicious links and unsafe attachments. According to Microsoft internal data, ATP stops 10–15 million zero-day messages every month using detonation.



### THIRD-PARTY INTEGRATION IS A CHOICE, NOT A NECESSITY

Should you choose to implement any third-party security systems, they'll still integrate smoothly.



# Simplify compliance management

Aside from outside security threats, another common concern among those hesitant to make the big move is compliance. Does the cloud-based email program meet regulatory standards for data storage and protection? Who has access to company data, and will it remain private? Built-in compliance capabilities can actually simplify an organization's ongoing compliance management—but it's imperative to find a trustworthy partner.

Review the cloud provider's available service-level agreements and compliance checklists to assess and ensure your email-related data remains in good hands. All cloud-based email solutions should include security and reliability features, and they should be independently verified by a third party to certify that compliance standards are upheld.

## **A SINGLE SOLUTION**

Email security and compliance are top priorities for the Microsoft team. Patchwork third-party solutions may be effective for a time, but maintaining compatibility and staying up to date become risky and time consuming. With Office 365, you can have best-in-class features in a single solution. With built-in capabilities and easy-to-use customer controls to safeguard your organization, your IT team can spend their time on more constructive tasks knowing the company's ongoing workflow meets compliance requirements.



## The Microsoft Office 365 difference



### MANAGE DISSEMINATION OF SENSITIVE INFORMATION

Information Rights Management helps you and your users control who can access, forward, print, or copy sensitive data within an email.



### AVOID LOSING DATA

Data Loss Prevention helps identify and monitor sensitive information in your organization, as well as notify or block users when they attempt to send any.



### EASY EDISCOVERY

Use In-Place Hold and Litigation Hold to preserve or archive mailbox content for compliance and eDiscovery.



### AUTOMATIC COMPLIANCE

Your company email and all Office 365 applications automatically adhere to 10 rigorous privacy compliance standards across a variety of industries, including medical (HIPAA), government and homeland security (DPAS & FISMA), education (FERPA), and banking. With over 900 controls in the Office 365 compliance framework, all Office 365 applications stay up to date with ever-evolving privacy compliance standards.



# Move to the cloud at your own pace

The prospect of migrating to **Exchange Online** can seem daunting, when you'd more easily just leave your on-premises solution as is. While a move to the cloud is a big decision that requires upfront planning and resourcing to ensure the process goes smoothly, you don't have to go it alone.

Transition your company at a pace that makes sense for you. Building a step-by-step plan for your immediate and future needs, you'll be able to assess your best strategy for the move.



## 1. Determine your architecture:

Look at how business and operational needs, applications, platforms, and infrastructure will change.



## 2. Analyze your application

**portfolios:** Define your code parameters to assess the refactoring effort involved in the move.



**3. Evaluate the cost:** A detailed summary report will estimate the cost of any refactoring needs, revealing what is worth the move.

With support for hybrid scenarios, you control your cloud migration. You can leave mailboxes on-premises for specific users or locations and move only the ones you need. Once migrated, ongoing maintenance stays up to date, and scalability stays in your control. And with

**FastTrack**, Microsoft's free\* customer success service, you can make a smooth transition to the cloud. FastTrack for Office 365 will help you plan for a successful rollout and onboard new users and capabilities at your own pace. With 450+ global engineers ready to help you and your teams whenever you may need it, FastTrack can reduce your onboarding time by up to 33%.

## SEAMLESS UPGRADES

Email is the lifeblood of corporate communication, and it's vital that your platform stays up to date. Working from outdated on-premises solutions can result in missing out on new features that the competition already has and can also make it difficult for your users to work with certain browsers and other platforms. Not to mention, on-premises patch management can leave you vulnerable to security threats. With cloud-based email, Office 365 takes care of these concerns for you without interrupting your workflow—delivering automatic update enhancements the moment the latest innovation is available, while also providing administrator control over specific features rolling out to your organization.

\*FastTrack comes free with eligible SKUs of more than 50 seats.

# Scalable growth and expansion

As your business grows, your on-premises email system must grow with it. How many more servers should you purchase to accommodate your ballooning email archives? Which email archiving software should you try next? Office 365's system is scalable and flexible, so you only pay for what you need and easily expand whenever the need arises. Cloud deployment increases your in-house infrastructure's capability, minus the huge investment.

Whether personally or through a hosted solution, today's IT managers are spending valuable money and time managing, monitoring, and maintaining on-premises solutions. But with little to no hardware and software to manage and maintain, a cloud solution frees up your department to focus on more important business needs.

## **REDUCED COST OF OWNERSHIP**

On-premises deployment requires upfront capital expenditure for everything from servers, hardware, and software to IT expert services for infrastructure management, routine maintenance, and software upgrades to ensure the system stays in tip-top shape.

With cloud-based implementations, in-house servers and other related software/hardware costs transition from capital expenditures to operating expenditures, requiring less of an initial investment from your business.

## The Microsoft Office 365 difference



### **YOU CHOOSE WHO GETS IT**

Customize your own hybrid deployment, down to individual mailboxes.



### **SPECIALIZED SUPPORT AVAILABLE AT ALL TIMES**

Beyond migration assistance, Microsoft FastTrack customer success service provides resources, tools, and expert advice to assist throughout your cloud migration.



## Partner with a trusted resource

Microsoft's support team is available to walk you through the process every step of the way. Whether you're prepared to move entirely at once or are looking for a hybrid solution, Microsoft has the resources to help organizations of any size plan for and assist in migration from on-premises to Office 365. It ensures a comprehensive and easy-to-use email platform, enhanced with capabilities that seek to address organizations' foremost concerns.

### **BUILT-IN INTEGRATION WITH OTHER MICROSOFT APPLICATIONS**

In addition to Exchange Online, Office 365 is packed with apps and features that work together seamlessly, helping users collaborate with colleagues and complete tasks without switching from one application to another.

The opportunities for fast and easy maneuverability are many. For instance, integrating [Skype for Business](#) lets users instant message their contacts directly from an email exchange. Or when users attach a document from [OneDrive for Business](#) to an email, their recipients will automatically receive the most recent adaptation—with no concern over version control. And depending on granted permissions, they can edit, comment, or view the attached document at their convenience.



## Less maintenance, more availability

Whether you choose total cloud migration or hybrid deployment, moving to a cloud-based email solution affords your IT team more time to address other pressing, value-adding tasks—such as account management, database management, and even coding.

### The Microsoft Office 365 difference



#### IT HAS THE FINAL SAY

Set role-based permissions to determine users' access in the cloud.



#### ONE-STOP SHOP

Get everything done, right from the admin portal—or on the go, with the admin app.



#### OUR GUARANTEE TO YOU

Your business is always up and running with a 99.9% financially-backed uptime guarantee.



#### HELP'S ALWAYS JUST A CALL AWAY

24/7 technical phone support is available for any issues that arise—big or small.



#### AUTOMATION

PowerShell scripts allow for automation of certain tasks, saving administrators significant time when customizing settings.

**With email deeply integrated into business communications, you need a solution you can count on. What if you could provide your business with a more reliable, secure, and cost-effective email solution?**

Contact us today to learn how cloud-based email with Office 365 can help your organization.

## Sources

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