

# **Robson Communications Hosted Exchange Whitepaper**

**March 2010**

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## Introduction

*80 percent of the businesspeople surveyed say email is more valuable to them than the telephone.<sup>1</sup>*

*Meta Group*

Business email has become the dominant method of both internal and external corporate communication and collaboration in virtually every industry. It is a tool we use and rely upon as much as the phone, and in many instances even more so. Email is used for file sharing, contact management, resource scheduling and as the hub of collaborative projects. A large volume of these messages include the exchange of sensitive financial data and intellectual property from every department within an organization. In fact, from the tens of millions of emails exchanged each day, as many as three-quarters include intellectual property such as business models, product designs, customer and employee data, supplier agreements and pricing strategies. This has created a growing concern around the need for secured email and messaging services.

Microsoft Exchange is the clear leader for business email, calendaring, collaboration and mobility solutions for the small, right up to the multinational business market; however, over the past five years, the cost associated with owning and operating an in-house messaging and collaboration system has drastically increased. This increased cost burden is magnified even further for smaller companies with their smaller user base.

Hosted Exchange services let companies of all sizes benefit from the email, calendaring, collaboration and mobility features used by Fortune 500 companies, but at a significantly lower cost per user per year compared to an in-house system. These services also provide businesses with key benefits associated with increased security, reliability, performance and uptime. By selecting Robson Communications Inc. as their hosted Exchange provider, companies achieve email and messaging security and the opportunity to leverage the Company's infrastructure and experience with running Microsoft Exchange's secure messaging platform.

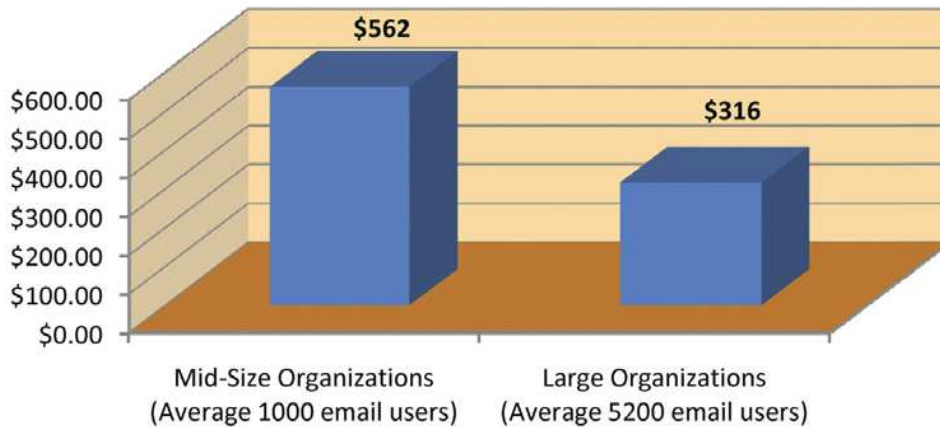
## Escalating Costs Shine Spotlight on Hosted Solutions

The cost associated with owning and maintaining a messaging and collaboration system has drastically increased, making an in-house option highly cost prohibitive for companies with fewer than 5,000 employees. Hardware, software, licensing and HR costs, in addition to growing storage requirements and rising operating expenses associated power and cooling, all contribute to the cost inefficiencies that an in-house system can bring to the small to medium-sized business.

In fact, according to 2008 estimates published by the Radicati Group, the total cost of ownership has risen to \$562.00 per user per year for those with approximately 1,000 email users and \$316.00 per user per year for businesses with about 5,000 email users. Clearly, the operational burden and infrastructure cost for companies with fewer than 1,000 employees is highly prohibitive.

<sup>1</sup>The source of this and all other quotes in the document can be found in the appendix.

**Microsoft Exchange Server 2007 Total Cost of Ownership: In-House  
3 Year Average**

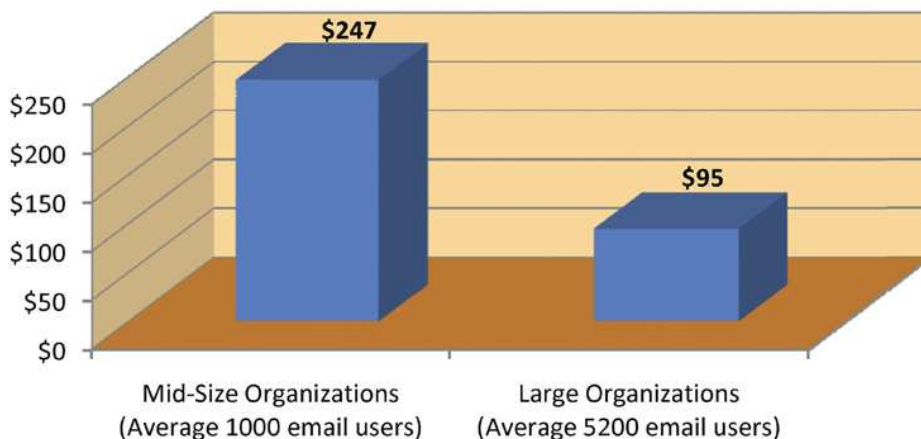


**Figure 1 - Cost per user of in-house Exchange (Radicati Group 2008)**

These figures are arguably on the lower end, particularly for the small business, given the rising cost of supporting infrastructures and the actual cost of deploying, operating and maintaining a Microsoft Exchange Server 2007 environment. This cost structure is pushed even higher when anti-spam and antivirus defences are factored in, not to mention disaster recovery planning and government regulation compliance. As well, ongoing security threats require constant vigilance with software patches, costly and potentially disruptive upgrades and the risk of lost productivity in the event of system downtime.

*A hosted Exchange solution can reduce costs by up to 56 percent for businesses with approximately 1,000 email users and 70 percent for those with about 5,000 email users.*

**Microsoft Exchange Server 2007 Total Cost of Ownership: Hosted  
3 Year Average**



**Figure 2 - Estimated per user cost savings with hosted Exchange solution (Radicati Group 2008)**

*By 2012, 20% of businesses will own no IT assets.*  
Gartner

The cost savings alone provide a strong business case for adopting a hosted Exchange solution, and when lower bandwidth costs and the wider availability of fast, reliable Internet connections are factored in, the benefits are irrefutable. Smaller companies can actually pay less per user per year as the number of users decreases, while benefitting from the economies of scale offered by their service provider.

## Vital Collaboration and Productivity Benefits for Today's Business

In today's economy, what businesses need and want are the cost effective efficiencies associated with a hosted Exchange solution, together with the opportunity to leverage the economies of scale realized from the large scale, centralized infrastructure offered by hosting companies. A hosted solution allows companies of all sizes to benefit from everything Exchange Server 2007 has to offer without the financial or staffing burden associated with running an in-house system.

*At least 40 percent of the work in typical medium to large companies can be done without a physical office presence, at least part of the time.*  
Gartner

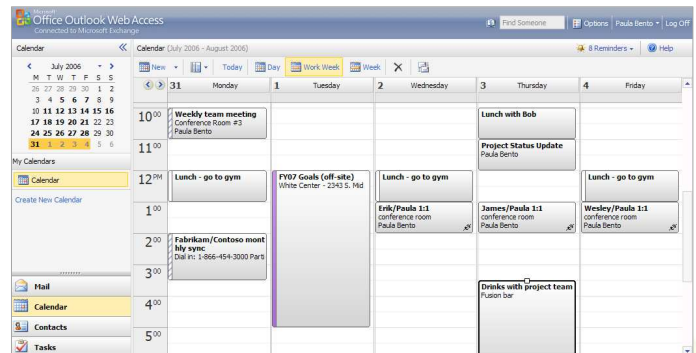
Access to the email, calendaring, collaboration and mobility features of Exchange Server 2007 has become an increasingly important factor in the success of a business as users become more and more savvy and their productivity becomes more closely tied to their ability to find, share and use information. While these power users were once the exception, they are now the rule and they require centralized access to information from anywhere, at anytime. With its rich integration with Microsoft Office 2007, Exchange Server 2007 facilitates file sharing and the sharing of data between data sources such as SharePoint like never before. The result is significantly enhanced collaboration and productivity.

With remote offices, traveling users, home-based users and organizations spread across several time zones becoming the norm, users are more geographically dispersed than ever before. Yet separating employees from each other can have a substantial impact on productivity. Exchange Server 2007 brings users back together, at least virtually, with its collaboration tools designed to foster integrated access to several different sources of information. These collaboration tools include:

- **Unified Messaging:** Users have anywhere and anytime access to all their critical business communications such as email, voicemail and fax messages whether they're on their desktop, mobile or the Web.
- **LinkAccess:** Outlook Web Access allows users to access SharePoint sites and file shares without opening an organization's internal SharePoint topology or file shares to the Internet or requiring access to be gained through a virtual private network (VPN) connection.
- **Calendar Concierge:** This includes a set of features designed to automate and simplify scheduling both people and resources through,



- the Scheduling Assistant that will analyze user and resource schedules and then recommend meeting times via a colour-coded user interface that users can interact with in Outlook 2007 or Outlook Web Access;
- the Calendar Attendant that runs on Exchange 2007 and will mark meeting requests as tentative on the recipient's calendar without any end-user interaction until the user acts on the request, while ensuring only the most current calendar request appears in the recipient's calendar;
- the Resource Booking Attendant that manages the availability of resources and resource policies (available hours, scheduling permissions) without end-user interaction.



- **WedReady Document Viewing:** Users can continue to be productive from almost any computer with Outlook Web Access, which can convert a number of document types (Microsoft Word, Microsoft Excel, Microsoft SharePoint and PDF files) from their native format into HTML. These files can be viewed in the browser whether or not the application used to create the document is installed on the computer; and since HTML documents are purged by Outlook Web Access when the user is logged off or has timed out, these documents are kept safe.
- **Out of Office Rules:** Users can configure a different Out of Office rule for internal users and Internet users and each rule can be given a specific start date and end date.

With the ability to access email, review documents or check their calendar through the feature rich Outlook Web Access user interface or an Exchange ActiveSync-enabled mobile device, collaboration and productivity can continue whether users are located at an Internet café, home office, or trade show kiosk.

## Mobility, Virtual Teams and Anywhere, Anytime Access

Advanced collaboration and mobility technologies have enabled virtual teams located in varying locations to work together and achieve extraordinary levels of productivity. Yet, a vast number of businesses have been unable to fully leverage the collaborative capabilities of group calendaring, task delegation and mobile technologies. Robson Communications' hosted Exchange is poised to change this by making it possible for companies of all sizes to take full advantage of these technologies.

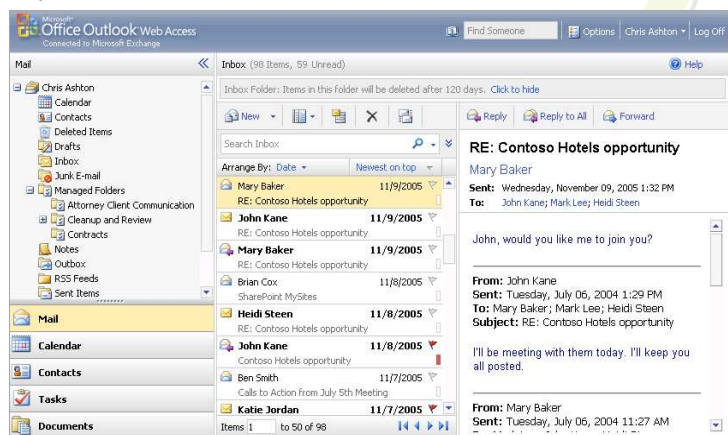
The dynamic set of collaboration features included in Exchange Server 2007 minimize the time needed to align schedules and increase productivity by providing the most up-to-date information and the ability to connect with others within the team anywhere around the world. With mobile devices like the RIM BlackBerry, iPhone or Windows Mobile becoming increasingly integral to the day-to-day operations of many businesses, having access to solutions

*By 2013, mobile phones will overtake PCs as the most common Web access device worldwide.*  
Gartner

such as Microsoft Exchange ActiveSync becomes more and more salient. Key features of Robson Communications' hosted Exchange ActiveSync include:

- Seamless and integrated access to Exchange data such as inbox, sent items, calendar, contacts and tasks, which are synchronized wirelessly and two-way.
- Synchronized deleting, creating and moving of email to the user's Outlook.
- The ability to view attachments from the mobile device.
- Secure and encrypted communications.
- The ability to manage mobile devices using Outlook Web Access without the need for additional software or licensing, including the ability to remotely wipe a lost or stolen device.
- Low total cost of ownership.

With mobile users having full access to email, calendaring, collaboration and mobility features from anywhere in the world, companies that choose the Robson Communications hosted Exchange solution become more productive, responsive, competitive and ultimately more profitable.



## The Many Faces of Security

*Worldwide, spam will cost us all \$130 billion; in the US alone, \$42 billion. That's a 30% increase over our 2007 estimates, which themselves were a 100% increase over our 2005 figures. Ferrik Research*

Business email has become the dominant method of inter- and intra-corporate communications and this includes the exchange of intellectual property and sensitive financial data. As a result, businesses are becoming increasingly concerned about the need for secured email and messaging services. Threats include, but are certainly not limited to, viruses, spam, phishing and hacking. A hosted Exchange solution lets businesses capitalize on the platform's perimeter and network security, spam management, reporting and other foundation-level efficiencies that a centralized architecture provides. Foundation-level efficiencies

can include such things as advanced monitoring, OS provisioning, application lifecycle management and configuration management, which can be highly cost prohibitive for the small to medium sized business.

At Robson Communications, the security of its industry leading technology infrastructure is something the Company works tirelessly to maintain for its customers. This requires ongoing attention and dedication and has therefore become an integral part of its day-to-day operations. Six key areas of security are identified and discussed below.

- 1. Physical Security:** The Company operates three Canadian datacenters (two in Vancouver, BC; one in Toronto, ON) that host its customers' Exchange email. Not only are these datacenters physically separated from its corporate offices, but physical access to them is strictly controlled and limited to only those staff members requiring access. This secures against unauthorized people gaining physical access to the servers, as well as securing the overall infrastructure that includes the network, backups, storage and so on.
- 2. Network Security:** A series of fault-tolerant, brand name firewalls are used to protect the Company's network, with each firewall configured to block unauthorized traffic from entering the network. A policy of redundancy and fault tolerance ensures all backup systems are instantly up and running in the event that any one firewall fails. Robson Communications also runs a system of intrusion detection and prevention software that works together with the firewalls to monitor traffic flowing into the network, isolating suspicious traffic and notifying the Company's network management and security team of any possible danger.
- 3. Server Security:** Robson Communications maintains the ongoing security of its servers by taking a highly proactive approach to monitoring and managing. The Company's NOC engineers and technical staff are highly versed in the proper configuration of each server for maximum performance without compromising security through open ports or incorrectly configured user and administrative permissions. As well, Windows and Exchange Server software are consistently patched with Microsoft's latest updates and fixes. When these best practices are combined with Robson Communications' continuous monitoring of its server environment, the servers hosting and managing its customers' email are always kept as secure as possible.
- 4. Client Security:** Secure Sockets Layer (SSL) is used to secure data sent between the Exchange servers and the mail client used to access emails. This secure connection protects its customers' email as it travels between the mail client and the Exchange server, regardless of whether the client is located in the customer's office or an offsite location, or if the client is using a wireless or public Internet connection at a trade show kiosk, Internet café or airport.
- 5. Antivirus and Anti Spam:** The Company employs the Exchange Server 2007 Edge Transport server role designed to provide comprehensive virus protection and spam filtering at the network perimeter, before dangerous emails can affect its network or reach the inbox of its customers. The Edge Transport server role is deployed with Microsoft Forefront Security for Exchange Server, thereby providing a highly robust antivirus and anti spam solution. Forefront Security for Exchange effectively protects the Company's infrastructure against infection and downtime through an approach that emphasizes layered defences, simplified management control and optimization of Exchange Server performance and availability.
- 6. Backup and Recovery:** Daily backups of its Exchange servers are performed to ensure customers will always have their email, even in the unlikely event of a catastrophic failure of the Exchange environment. Multiple backups let customers easily recover from PC failures, comply with government regulations or retrieve inadvertently deleted messages.



## Conclusion

Like other IT investments, Exchange hosting demands up-front strategy and goal definition, and must be implemented within the context of an organization's overall business strategy to avoid the risks associated with future reimplementation. Hosted Exchange offers significant cost savings, particularly for the small to medium sized business, through pay-per-use billing and the economies of scale that a centralized infrastructure provides. In fact, these savings can be anywhere from 56 percent to 70 percent compared to an in-house system, with smaller businesses getting the most bang for their buck.

With a well-designed control panel, flexible and scalable platform and strong customer support department, the Robson Communications hosted Exchange solution delivers application complexity without adding administration complexity. In fact, its user-friendly control panel codifies and automates complex administrative functions such as password policy management that was within the domain of the IT manager, but can now be pushed to non-IT personnel should customers choose to do so.

*Nearly 90% of professionals will carry mobile devices capable of receiving email by 2008.*  
*Radicati Group*

Exchange Server 2007's built-in capabilities give users an anywhere, anytime access platform that offers more ways to access more types of information than ever before, helping organizations of all sizes easily become more collaborative, more productive and more secure. The cost savings alone will lure businesses away from their current practices of running Exchange services onsite and when the opportunity to

significantly reduce the complexity of running Exchange Server onsite is factored in, the business case for Robson Communications' hosted Exchange solution becomes undeniable.

Learn more about Robson Communications' hosted Exchange solutions by visiting [www.robsoninc.com](http://www.robsoninc.com).

## Appendix

*“80 percent of the businesspeople surveyed say email is more valuable to them than the telephone.”*

Meta Group survey, April 2003, quoted at

[http://clickz.com/resources/email\\_reference/research\\_reports/article.php/2195611](http://clickz.com/resources/email_reference/research_reports/article.php/2195611)

*“By 2012, 20% of businesses will own no IT assets.”*

Gartner Summary Report, Gartner Top End User Predictions for 2010: Coping with the New Balance of Power

*“At least 40 percent of the work in typical medium to large companies can be done without a physical office presence, at least part of the time.”*

Gartner report, quoted by Gartner analyst John Girard in a blog posting Sept 2, 2005 at

<http://katrina.blog.gartner.com/blog/index.php?blogid=4>

*“By 2013, mobile phones will overtake PCs as the most common Web access device worldwide.”*

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Ferrik Research, Cost of Spam is Flattening – Our 2009 Predictions

*“Nearly 90% of professionals will carry mobile devices capable of receiving email by 2008.”*

Radicati Group, Hosted Email Market, 2005-2009, August 7, 2006