



10 Ways to Reduce Your Email Costs Using Iron Mountain's Total Email Management Suite, *Powered by Mimecast®*

Practical, cost-saving benefits of cloud-based email management

Thinking about cutting costs by switching to email archiving and management in the cloud, but not sure how it all adds up? Learn how Iron Mountain's Total Email Management Suite will save you time and money, and put figures on what your own cost savings will be.

Can using Storage-as-a-Service be less expensive than running the equivalent software in-house? Yes—especially when one service can replace multiple software tools. But will it actually cost your business less? And how do you measure the savings? Following these steps, check out how Iron Mountain's Total Email Management Suite, can lower your email management bills.

1. CONSOLIDATE YOUR EMAIL ENVIRONMENT

To get comprehensive email management (archiving, e-discovery, continuity, policy management and full security coverage—from spam and anti-virus to DLP) means running multiple tools in-house and paying for the licenses and hardware for all of them. Clustering these platforms for high availability adds additional cost and complexity, but with Iron Mountain’s Total Email Management Suite, you can eliminate all of these nonintegrated point products and replace them with a single service that offers all of these features. Total Email Management Suite is designed as a single platform (see diagrams 1 and 2).

2. REDUCE HELP DESK QUERIES

Research states that twenty percent of all help desk queries are email related. The three most common tasks are: 1) releasing emails from quarantine; 2) tracking email; and 3) recovering lost or deleted emails. Iron Mountain's Total Email Management Suite provides IT staff with forensic-level auditing and real-time track and trace. Users can search their personal archives in seconds and don't have to call the help desk. And because you can operate without a quarantine, the administrative burden of releasing emails is also eliminated.

3. ELIMINATE TECHNOLOGY GAPS AND OVERLAPS

Particularly for email security, you need to protect against a wide range of threats. However, the range of tools and the number of vendors you may have to deal with means that you could end up having to choose between the risk of not being protected in one area or the waste of paying for two products with redundant features. Iron Mountain offers a full range of email security, all as part of the same service and for the same price (see diagram 2).



DIAGRAM 1: COMPLEXITY OF IN-HOUSE EMAIL ENVIRONMENTS.



DIAGRAM 2: IRON MOUNTAIN'S TOTAL EMAIL MANAGEMENT SUITE REPLACES POINT PRODUCTS WITH A SINGLE SERVICE.

4. SAVE ON STAFF COSTS

Running multiple software tools doesn't just mean paying for multiple software licenses. It also means that your IT team needs to install, update and administer all of them, using multiple tools—all with different interfaces, producing separate reports. In addition, finding multi-skilled IT staff is a costly recruitment activity, and don't forget the ongoing training requirements. Because Total Email Management Suite is a service, there's no installation involved—you can connect your in-house Microsoft® Exchange system in a day. Only minimal administration is required, and Total Email Management Suite has a single interface for centrally applying policies and administering all of the features consistently across all sites and users. This adds up to much less work for your IT department and means you can dedicate IT resources to solving real business problems while focusing on innovation that adds genuine business value.

5. REDUCE ONGOING COSTS

On-premise software costs you far more than just the up-front purchase costs. You keep on paying: for the power and cooling the servers need; for redundant or replacement hardware if anything fails; for extra storage as email volume increases; for the time spent updating and patching the software; and for support contracts and in-house help desk calls. With a service, you pay just one predictable cost per user .

6. NO UNEXPECTED COSTS

A predictable cost makes budgeting easier. With a service, you pay for the service and are supported by a service-level agreement, so you know exactly what the monthly cost is going to be. There are no unexpected or unwelcome surprises, whether because a server failed, your storage needs suddenly doubled, or the IT team had to spend time rolling out patches to protect against newly disclosed vulnerabilities.

7. CUT THE COST OF DOWNTIME

Running on-premise software means scheduling upgrades, which means scheduling email outages. It also means dealing with hardware failures, denial of service attacks, or other problems that can cause unplanned outages. Now that so many workers are dependent on email, both scheduled outages and failures can cost the business dearly—but neither of these is a problem with an SLA-backed Iron Mountain service.

8. DON'T PAY EXTRA FOR PERFORMANCE

At the busiest time of the year—or during the busiest time of the day—your email is likely to slow down as your email environment struggles to keep up with the load. An email service like Iron Mountain's Total Email Management Suite automatically scales to cope with the demand, so you still get email arriving promptly, even at peak periods, without paying extra.

9. PAY FOR WHAT YOU USE

If your business needs change, you won't get a refund on unused software or support licenses. With a service like Total Email Management Suite, you can change the number of users you pay for, choose how long you need to archive messages for, and select the level of support you need.

10. IMMEDIATE VALUE

Because Total Email Management Suite is a service, you don't have to order a server to run it on or schedule the time to install and integrate it. This means you can be up and running much faster, so you can realize savings and cost-efficiencies more quickly. Not only do you get fast ROI, but your IT team is free to move on to other projects that add competitive advantage to the business when you need it rather than when they can fit it in.

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