HOSTED EXCHANGE – CAN YOU AFFORD NOT TO?

- More than a quarter of SMBs believe that sales would be impacted after only **1 hour** without email.

- A third of major in-house email outages leave staff without email for **more than 24 hours**.

- 35% of email outages come as a result of server failure.

Email is now an essential business tool, so downtime is a serious problem. This is why companies are increasingly turning to 'hosted' Microsoft Exchange. Here are four compelling reasons:

TOTAL COST OF OWNERSHIP

As well as vastly superior uptime, quick implementation and easy maintenance, hosted Exchange also offers smaller companies a much lower total cost. Consider the following comparison:

Total cost of solution over **2 years** for **25 users**	In-house Exchange solution	Hosted Exchange from Us
HARDWARE/SOFTWARE		
Front-end Server	$2,000	Included
Exchange Server hardware	$2,000	Included
Backup domain controller	$2,000	Included
Exchange 2007 Server license	$699	Included
Windows 2007 Server license	$999	Included
Bandwidth	$500	Included
LICENSING		
Exchange 2007 user licenses	$1600	Included
Windows 2007 user licenses	$800	Included
BACKUP HARDWARE/SOFTWARE		
Backup server	$2000	Included
Backup software	$1000	Included
PERSONNEL		
Administrators/Technical support ($40,000/year salary)	$80,000	Included
TOTAL COST OVER 2 YEARS:		
	Total cost:	25 users @ $625 inc GST /mth
	$93'598	**$15'000**

Hosted Exchange **saves $78'598** over 2 years, with **better reliability** and **immediate implementation**.

ENTERPRISE-CLASS TECHNOLOGY AND UPTIME

Very few companies have in-house the qualified staff or enterprise-grade Exchange infrastructure to prevent downtime. In fact, around 70% of businesses suffer downtime of some kind each year, which conservatively costs an average of $42,000 per hour, according to Gartner Research.

With redundant power supplies, cooling and Internet connectivity, plus clustered servers and a SAN for storage, our datacenters guarantee an outstanding 99.9% email uptime.

Hosted Exchange technicians are also focused on keeping specific servers running 24x7, rather than working on a range IT hardware and software. As a result, they can guarantee the reliability your company deserves.

EASY AND COST-EFFECTIVE WIRELESS EMAIL

Running separate email and wireless email servers can be an expensive nightmare, as they are often in different locations and require skilled teams to keep them online.

Our hosted Exchange datacenter also runs BlackBerry, ActiveSync and Good Mobile Messaging, so getting hosted Exchange email on a BlackBerry, Treo or other wireless email is simple. Just 'switch on' the service and it works. There's no tricky configuration, no expensive hardware or software to buy (like BlackBerry Enterprise Server), and no maintenance needed.

CONTINUOUS PROTECTION

In-house IT teams with even the best intentions often fall behind on back-ups or updating server operating systems and services software.

With hosted Exchange, this is never a problem. Back-ups are performed on a regular and scheduled basis, with the latest updates constantly applied across all servers. Given today's huge array of IT security threats, you can outsource Exchange just to have confidence that you are shielded from the crippling loss of your entire email system.

Is email hosting really your core business? Hosted Microsoft Exchange from Blue Net will give you affordable business email, with instant wireless email access and guaranteed 99.9% uptime.