Save Time and Money with Cloud-based Email

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What would we do without email? It's the primary means of communication within our companies, to our customers, and between our business partners. Yet its increasingly higher operating costs are a drain on resources. It requires larger and more complex IT infrastructure, not to mention adjacent applications to meet business compliance requirements. So how do you simplify this essential business tool? Move it to the cloud.

According to a 2012 study by InfoTech Research Group, over 70% of IT shops are either considering cloud email or have already decided to implement it. The same study found that the two primary drivers for cloud email are cost savings and operational improvements. When considering costs, there are many elements to add-up, including software licensing, IT infrastructure, and support. The 5-year Total Cost of Ownership is similar to keeping it in-house or moving it to a cloud provider. The sixth year is when costs favor in-house deployment; however it's believed the competitive landscape will continue to drive down the costs of cloud services, and the resulting TCO will extend out many years.

Security is the common thread driving the need for many new applications directly associated with email, including enhanced forms of spam filtering, encryption, archiving, and e-discovery. Deploying these applications internally can be complex and costly, but most cloud service providers offer the same capabilities as add-on features across the entire environment. As State and Federal requirements evolve, it's important to consider these options when evaluating an email cloud service.

Cost savings provide near-term benefits, and ensuring that you are meeting compliance requirements meets your long-term business needs. But it's employee productivity gains that fuel business growth. Hosted email has been around for a long time, and many of us will point to email as a drain on productivity. However, today's cloud service offerings provide much more than traditional hosted email. The new adjacent applications that ride alongside email help to drive productivity

through better collaboration and accessibility.

Today's always-on work environment, social media, and smart mobile devices drive new requirements and behaviors for the enterprise workforce. Enabling your employees and teams to dynamically connect to other employees and teams based on knowledge and expertise will improve customer service and help facilitate relationships between employees across your organization. New collaboration features available with cloud email solutions help bridge the gap of voice, video, and data. It allows employees to see availability of resources, share information with coworkers, and interact on a more personal, productive level.

PCM Service Consultants have helped many customers make the switch to hosted email, and we are available to help evaluate your business needs against the various options available in today's market. Call your Account Executive today to start making to move into the cloud. ∎