

# HOSTED EMAIL CONTINUITY

## ANALYST VIEW

30 percent of organizations experience monthly email outages lasting 30 minutes or more, resulting in lost revenue and reduced employee productivity.

Osterman Research, Inc.  
April, 2009

## THE MESSAGELABS DIFFERENCE

- Continuous synchronization with the primary system means the backup system is permanently on standby to come on line if an outage occurs.
- Backup email access is provided through Outlook, BlackBerry devices, or a Web browser.
- Security is underpinned by advanced encryption technologies.
- Use MessageLabs Hosted Email Continuity in conjunction with other MessageLabs services such as archiving, encryption, and email security for a comprehensive hosted email management solution.
- Our Service Level Agreement provides a money back remedy if availability of 99.9% is not met.
- Complimentary 24/7 support delivered by hosted services specialists is included with your subscription.

## COULD EMAIL DOWNTIME SPELL DISASTER FOR YOUR BUSINESS?

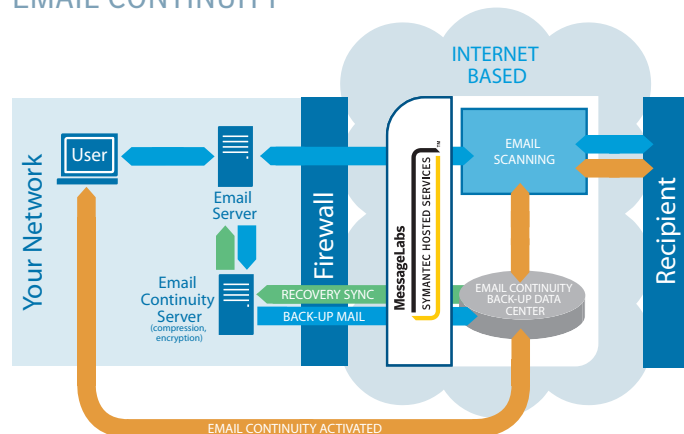
Email has become an integral part of key business process and essential component of day-to-day operations. However, maximizing uptime for business critical email systems poses challenges for small and large companies alike.

Traditional approaches to high availability, such as clustering and replication, require significant IT expertise and can be cost prohibitive to implement. In addition, many companies with a high availability solution in place can still experience email downtime every year.

The true cost of an email outage - planned or unplanned, widespread or partial - isn't simply reflected in lost revenue and reduced productivity. An outage can damage relationships with customers, partners and suppliers. It may also lead to data loss, fines for regulatory non-compliance, or increased security risk as users resort to managing business emails through personal email accounts during email outages.

MessageLabs Hosted Email Continuity provides an affordable standby email system that activates in minutes, providing virtually uninterrupted use of email in the event of a mail server outage.

## MINIMIZE DOWNTIME AND DATA LOSS – MESSAGELABS EMAIL CONTINUITY



MessageLabs Hosted Email Continuity service offers a backup email system that is synchronized with your primary email including contact lists, calendars, and other information. The service is hosted at an off-site location so if you have an unplanned outage at your physical site, email will be available when MessageLabs Hosted Email Continuity is activated. Your email is encrypted while in transit and at rest using SSL and AES encryption technologies. And, all wireless traffic is 3DES encrypted in order to support records and information management (RIM) policies.

## HOW THE SERVICE WORKS

- When your primary system is operating normally, MessageLabs Hosted Email Continuity receives a copy of every email.
- In the event of an email outage, you identify the servers, storage groups, or mailboxes affected. You then activate the system (by phone or via a web console) and opt to failover any subset of users by mailbox, server, location, or storage group.
- During the outage, all activated users have access to email, contact lists and calendar entries.
- Outlook and Blackberry users continue to send and receive email as normal, Lotus Notes users will be able to access their email through a web portal.
- When the primary system is restored, all email sent or received during the outage are synchronized.
- You can prioritize the order in which servers, storage groups or mailboxes are synchronized back to the email server.

## THE MESSAGELABS EXPERIENCE

- Email users: Once the service is activated, users experience continued email access with send, receive & delete functionality, access to contact data and calendars.
- IT managers: a simple, granular and cost-effective email availability solution.
- Service administrators: no more distracting, time-consuming complaints from users unable to use email during an outage; reduced maintenance load; no need to organize user training.

## NEXT STEPS

Contact a product specialist:  
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Confidence in a connected world.

In the event of an outage in your primary system, the service can be activated for your end users in minutes to provide email access through a web browser, BlackBerry wireless device or Outlook. MessageLabs Email Continuity is integrated with Exchange, Outlook, and Active Directory or Lotus Notes. Email is automatically resynchronized when the primary email system is back online.

## ADDRESSING YOUR TOUGHEST EMAIL AVAILABILITY CHALLENGES

Use MessageLabs Hosted Email Continuity to help address even the toughest email availability challenges:

**Cost containment:** Our hosted service can be set up quickly and does not require dedicated staff. Low deployment costs and predictable operating costs allow for effective budgeting. The solution scales easily, so new users can be added as needed with minimal effort.

**User productivity:** MessageLabs Hosted Email Continuity activates in minutes providing users with virtually uninterrupted use of their email during planned or unplanned downtime. This leaves your IT department free to fix issues offline without distraction.

**Protect against on-premise disasters:** When something happens to your physical facilities, datacenters, servers, software, data stores, or network connectivity, email service will be available when MessageLabs Email Continuity is activated.

**Reduces the risk of losing data:** Using MessageLabs Hosted Email Continuity you can minimize the possibility of losing the email data generated since your last backup was performed.

**Rapid recovery:** When your primary email servers are restored to normal operation, MessageLabs Hosted Email Continuity automatically synchronizes all sent, received, and deleted email with metadata intact.

| FEATURES   | BENEFITS   |
|--|--|
| Rapid activation                                 | Can be activated in minutes, providing employees with email and mobile access during an outage.  |
| Always-on data synchronization                   | Avoids burdening IT staff by automatically synchronizing corporate directories, user accounts, contacts, calendars, and distribution lists.  |
| Quick, one-step restoration                      | Delivers quick, one-step restoration of sent and received email data to your primary system. Reduces system complexity and administrative headaches.                                 |
| Priority order restoration                       | Once deployed company-wide service administrators can use the service to prioritize the order in which servers, storage groups or mailboxes come back online.                        |
| Preserves email metadata during outage           | Restores messages to the email server with metadata intact (including time/date stamps, BCC recipients, and read/unread status), which may provide forensic data for legal purposes. |
| Compatible with other MessageLabs email services | When combined with other MessageLabs hosted services, provides a comprehensive, low-maintenance answer to your email security and management needs.                                  |