

Combating the increasing cost of email

Why you should read this white paper

Businesses usually adopt a commonsense approach when it comes to spending the IT budget with cost being a major influencer in purchasing decisions. However, when it comes to choosing a mail server, many businesses seem to pay less attention to the costs and, as a result, end up spending far more money than is necessary.

This white paper will explain how businesses can significantly reduce the costs of their email communication while continuing to provide users with a best-in-class messaging and collaboration solution.

Introduction

Today, email is absolutely mission-critical. Communication and collaboration keep your business running. Email and electronically enabled collaboration have become so embedded in normal day-to-day operations that many businesses simply could not function without them. These services enable everything from productivity enhancing collaboration between employees to external communications with customers and business partners and demand 24x7 availability.

Many businesses, however, have found that the cost of providing employees with the latest in messaging and collaboration technology is rapidly escalating. To meet modern business needs, mail servers have had to become more complex – and with that additional complexity come additional management burdens and costs. Furthermore, some mail servers have an upgrade process that is both extremely complex and extremely costly and which may necessitate the purchase of replacement server hardware. Combined, these factors place a considerable drain on corporate resources. The problem is especially severe for small and medium sized businesses (SMBs) which usually do not have access to the same financial or technical resources as large enterprises. In fact, the cost of upgrading has forced many SMBs to expose themselves to risk by continuing to use an older and unsupported version of their mail server.

The escalating cost of email

Road warriors armed with the latest communication weaponry demand anywhere-access to their email, busy executives need to be in touch 24/7 and remote workers need to be able to communicate via corporate email. And they all need non-stop email availability.

Today, empowering workers with sophisticated communication and collaboration technology is not a luxury, it is a necessary cost of doing business. However, it is also a cost that has escalated to a point that many businesses are finding difficult to bear. Take Microsoft Exchange Server™ 2007, for example. Exchange Server is the most widely used business email platform and is undoubtedly an extremely capable product – but it is also highly expensive:

- The Standard Edition costs \$699 and the Enterprise Edition \$3,999¹. Additionally, for each user or device accessing Exchange Server requires a Standard client access license (CAL) is needed which costs \$67 per user or device. Furthermore, if you want to be able to use features such as Forefront Security and Exchange Hosted Filtering, you will need to purchase an Enterprise CAL that costs \$25 per user or device per year – in addition to the \$67 for the Standard CAL.
- Exchange Server 2007 is the first Microsoft server to be exclusively 64-bit and, to be able to run it, you will need to replace your 32-bit servers with 64-bit servers.
- Exchange Server 2007 requires that a 64-bit version of Windows Server 2003 R2 be installed³ and, if you are not already running it, the upgrade will cost from between \$999 for the Standard Edition to \$3,999 for the Enterprise Edition plus the cost of the necessary CALs.
- Because Exchange Server is a 64-bit application, you cannot transition via a quick and easy in-place upgrade; instead, you must install a new Exchange Server 2007 server and then move your Exchange data to it.³
- Exchange 5.5 cannot be directly upgraded to Exchange Server 2007. To get from 5.5 to 2007, you will need to migrate to Exchange Server 2000 or 2003 and then transition to Exchange Server 2007.

Exchange Server 2007 is a drain on the resources of a business of any size, but the problem is particularly acute for SMBs – and especially SMBs still running Exchange 5.5. To upgrade from 5.5 to Exchange Server 2007, an SMB would need to purchase new 64-bit server hardware, migrate from Windows NT or Windows 2000 Server to

Windows 2003 R2, migrate to Exchange Server 2000 or 2003 and then transition to Exchange Server 2007. To put this in some perspective, it would cost an SMB with 50 staff more than \$7000 to license the standard editions of Exchange Server 2007 and Windows Server 2003 R2 with 50 CALs. Add to that the cost of the time needed to carry out the project and the cost of replacement server hardware, and you are looking at an amount that is well beyond the budget of many smaller businesses.

Should you outsource to combat costs?

Increasingly, businesses are considering outsourcing as a method of reducing costs. Hosted mail solutions do have the potential to reduce costs, but it is a step which businesses should consider very carefully. Does it really make sense to outsource something as mission-critical as email? What would happen if the hosting company were to go out of business? What backup arrangements are in place? What level of support is offered and is that support available 24/7/365? What about redundant network connections and backup power supplies? What security is in place at the data center?

Outsourcing is not necessarily a bad option, but nor is it necessarily the best option and prior to deciding to delegate their email to a third party, businesses should explore other possibilities, such as switching to a mail server that enables them to keep their email in-house without breaking the bank.

AXIGEN: a solution that supports your business goals and your budget

AXIGEN Mail Server™ has been designed to enable businesses to cut costs without cutting corners. AXIGEN delivers the security, mobility and adaptability which modern businesses need and demand – at a price they can afford.

- **Cost efficiency.** AXIGEN is extremely affordable. While migrating 50 users to Exchange Server 2007/Windows Server 2003 R2 would cost more than \$7,000, AXIGEN Business Edition can be deployed for as little as \$525. Additionally, as it can be run on almost any hardware, businesses will not need purchase additional server hardware.

AXIGEN's completely transparent per-mailbox licensing model enables you to keep down costs by buying only what you need. You do not need to buy CALs, you do not need to pay for hidden costs in order to be able to access certain features and all AXIGEN add-ons clearly described and priced.

In addition to the Business Edition, AXIGEN is also offered in a Service Provider Edition, in an Enterprise Edition and in a no-cost Office Edition. Whatever the size of your business, you will find an edition of AXIGEN that meets your needs and is within your budget.

- **Serious security.** AXIGEN has been designed from the ground up to provide serious security for both your network and the data that it holds. AXIGEN supports CRAM-MD5, LOGIN, PLAIN, DIGEST-MD5 and GSSAPI client authentication, has a built-in firewall, enables the creation of message acceptance and routing policies and more.

To enable you to leverage your investment in existing security products, AXIGEN provides plug-in support for numerous leading antivirus and anti-spam engines including ESET NOD32, Symantec BrightMail, Kaspersky AntiVirus, SpamAssassin, BitDefender Security for Mail Server, Trend Micro InterScan Messaging Security Suite and more.

- **Collaboration.** AXIGEN's advanced groupware features make cost-effective collaboration a reality by enabling folders, calendars, contacts and tasks to be shared between users. Administrators can create complex hierarchies for folder permissions, ensuring that AXIGEN can be configured to meet the specific security policies and in-place working procedures of any organization.

- **Mobility.** AXIGEN's WebMail client empowers road warriors and other remote users with anywhere-access to their email from any internet-connected computer anywhere in the world. The WebMail client has an easy-to-use, Outlook-like interface to ensure that users can communicate without complication.
- **Adaptability.** AXIGEN is highly scalable and suitable for deployment in a business of any size, from SMB to Service Provider. AXIGEN can easily be plugged into the existing infrastructure and can be used with any standards compliant email client. AXIGEN's Outlook connector enables businesses to unleash the collaborative capabilities of any version of Outlook, including Outlook 2007.

Clustering support for high-availability solutions is also available within the Service Provider Edition or can be added via separately licensed add-ons, should you choose a different AXIGEN edition.

- **Easy administration.** AXIGEN makes life easy for administrators. Configuration and maintenance can be speedily accomplished via the intuitive Web Administration Console and other operations can be entirely automated using the Command Line Interface. AXIGEN also includes more than 100 customizable reports enabling administrators to quickly compile information relating to email traffic, server health and more.

Easy administration enables AXIGEN to deliver a high return on investment (ROI) driven by increased administrator productivity.

In addition to the above, AXIGEN of course provides all the features and functionality that you would expect to find in a modern mail server: AXIGEN supports SMTP, IMAP, POP3 and RPOP, has List Server capabilities and an integrated Personal Organizer that provides access to a web-based Calendar, Journal, Tasks and Notes.

The bottom line

For many businesses, the mail server has become a real headache. Do they continue to use an unsupported legacy server, or break the bank and upgrade to a more recent version? Empowering users with anywhere-access to their email would undoubtedly boost productivity, but what if the budget will not stretch to that? Outsourcing to a provider of hosted email servers may save some money, but is it worth the risk? Administration is becoming a job of nightmare proportions, but what's the alternative?

AXIGEN can solve these problems by delivering a messaging and collaboration platform that is easy to maintain, secure, highly scalable, extremely affordable, backed by highly effective, non-stop technical support services.

So, whether you're searching for a replacement for your current resource-draining mail server or simply looking for a more economical way to provide your end users with a best-in-class messaging and collaboration platform, you should certainly consider AXIGEN.

| To find out more about the AXIGEN product line, please visit www.axigen.com.

About the Authors

Brett Callow and Rhonda Turner are technical consultants providing services to a number of leading international technology companies and have been extensively involved in the planning and development of various industry-standard IT certification examinations.

References

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³Upgrading to Exchange 2007

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