Office

# Bump Your Email Up To Business Class

**How do you know it's time for business-grade email?**

Microsoft

Moving a business' email from a free service to a paid, hosted solution is a big commitment. In fact, it can seem almost counterintuitive: Why pay for something you can get for free? But on closer examination, the reasons become clear.

Free email services often come with fewer security features and less customization, and they typically lack the features to support growing businesses. By eliminating many of the service-level issues that free email can incur, hosted business-class email can also provide your limited IT resources with time to focus on more meaningful tasks. Keep reading to learn:

- What free email services lack

- How your company can benefit from business-class email

- How Microsoft Exchange Online can improve your business

# Are you ready for a smarter business email solution?

With business-class hosted email, providing your organization with the features it needs to stay professional and productive—without blowing the budget—is easier than ever.

## DON'T MISS IMPORTANT OPPORTUNITIES

Although free email services are commonplace for personal use, they don't provide the same professionalism as a personalized business-class email solution. Because free email accounts are so easily created, their validity is questioned—and so is your business'. More importantly, emails sent from free email services can be easily ignored or sent to the junk folder, which can lead to lost business opportunities.

With email so firmly integrated into the workforce, any downtime in service can end up costing precious time and money. From email account lockouts to virus exposure, or lapse in service, any time access to email is cut off everyone suffers. Communication stops, access to critical documents is lost, and employee productivity comes to a halt.

Lean organizations are already stretched thin. So, when such issues arise, they can take valuable team members away from more important business initiatives. With free email services, you often spend more time reacting to problems and less time proactively improving the business.

# It's time to bump your email up

How do you know when to migrate your organization to a hosted email service? Here are four signs it's time to bump your email up to business class.

# 1

## You want more out of your email

In general, free email services are built for consumers. Many businesses use them when initially starting out, but quickly outgrow these consumer-grade solutions. As communication becomes more technology-based, companies need additional capabilities to enhance their business communication's professionalism and increase productivity. This is where a paid email service comes in.

Paid email services offer extra features to improve overall efficiency, which can include:

**Support for custom email addresses:** Since free email addresses cost nothing to create, many are used for malicious phishing schemes. Your important business emails might be mistaken as spam and get sent to the junk folder. But messages from custom email addresses are more likely to be taken seriously and less likely to be filtered and discarded.

**Easy accessibility across devices:** Better IMAP support enables employees to easily access emails across all devices, enabling you to implement or improve bring-your-own-device (BYOD) policies.

Another huge benefit of business-class email: No ads to slow down or clog up your server and distract employees.

**Enhanced mobility, employee satisfaction, and productivity were the top drivers of BYOD policies, according to a Bitglass report.[1]**

# 2

## You want advanced capabilities

With email as our primary mode of business communication, most professionals spend a majority of their time working within email platforms for various tasks. Free email services offer little more than barebones messaging, whereas powering your business email with additional capabilities can drastically streamline employee productivity. Here are just a few features that you can get with a paid email plan:

**Control the chaos with inbox management:** Free email solutions provide few options for organizing your email according to your workflow. Business-class email gives you a smarter, more customizable inbox. For instance, through machine learning, premium features can gather emails that are important to you—enabling workers to spend less time searching through the junk and minimizing the chances of missing important messages.

**Collaborate using digital co-working features:** Built-in features easily enable teams to share notes, schedule meetings across shared calendars, and chat instantly—all in one place.

**Easy integration with collaboration tools:** When integrated with other tools for collaboration, such as file sharing and online meetings integration, employee productivity can be further streamlined across the company, especially for remote workers.

# 3

## You need better security

Growing businesses often have growing security needs that free email services can't fulfill. Business-class email can help protect sensitive business and client information, so you can rest easy knowing your data is uncompromised.

**Better protection:** Free email solutions often provide limited security that can leave your business open to attacks. Keep your data secured with paid services that offer stronger anti-malware and anti-spam filtering.

**Enhanced data loss prevention:** Paid email services frequently offer data loss prevention solutions to help protect against the dissemination of sensitive information over email. By providing warnings to employees and notifying administrators of a potential leak of credit card numbers, social security numbers, or other sensitive data, paid email can provide another checkpoint in your security efforts.

**780 data breaches exposed more than 177 million records, based on research from the Identity Theft Resource Center.[2]**

# 4

## You're maxing out your storage space

Users often treat email as a digital filing cabinet to collect important documents and communications and pass documents back and forth among team members, business partners, and clients. But with email's immense growth as a communication and collaboration tool, you can easily max out the storage free services provide.

Finite limits on email storage can impede business operations, causing employees to delete potentially valuable emails and exacerbating collaboration challenges. Free email solutions offer little customization and are unlikely to give you the option to increase storage as your company grows. Limits on attachment file sizes can further hinder businesses, making it difficult to share pertinent files.

Aside from offering better baseline storage limits, business-class email also provides the flexibility to increase storage as needed, scaling your email solution as your company grows.

# Big business value from Office 365 with Exchange Online

As a growing volume of emails appear in workers' inboxes each day, employees need the best tools to streamline collaboration and maximize productivity. Office 365 with Exchange Online can help organizations work smarter with secured access from virtually anywhere.

From mobile phones and tablets to laptops and desktops, hosted Exchange provides access to email, calendar, and contacts on all major browsers across employees' favorite devices. Integration with Outlook also means they will enjoy a rich, familiar email experience, as well as offline access.

Outlook integration enables easy email navigation, prioritization and decluttering, as well as the ability to attach the most recent file (via OneDrive for Business), avoid common mistakes like hitting "reply all," and more. With easy calendar viewing, this integration also simplifies and promotes collaboration across distances.

With a 99.9% financially-backed uptime guarantee, Microsoft's extensive network of redundant servers protect against email server failure—so your organization is less likely to experience interruptions in email service, saving IT from receiving frantic phone calls from users unable to get work done. You're also unlikely to suffer through the costly downtime that can plague free email services.

Though Exchange Online is available as a standalone service, it is also offered as part of the Office 365 suite. Combining Office 365 with Exchange Online provides a full suite of productivity software, including Skype for Business and other Office applications, and gives organizations 1 TB of cloud storage through OneDrive for Business.

Exchange Online with Office 365 provides a robust offering of additional features to help improve productivity across your business.

**Outlook's Focused Inbox** uses machine learning to pull the most important emails into a Focused Inbox so that users can quickly access the emails that matter most to them.

**Office 365 Groups** enable you to brainstorm, share notes and files, schedule meetings, and store all related project resources in a dedicated workspace.

**Microsoft MyAnalytics** tracks and analyzes the time spent on meetings, emails, or other related work activities—giving users a powerful tool for better productivity.

**OneDrive and Skype for Business** integration make collaboration easy for remote workers by connecting team members to each other with access to important files from virtually anywhere.
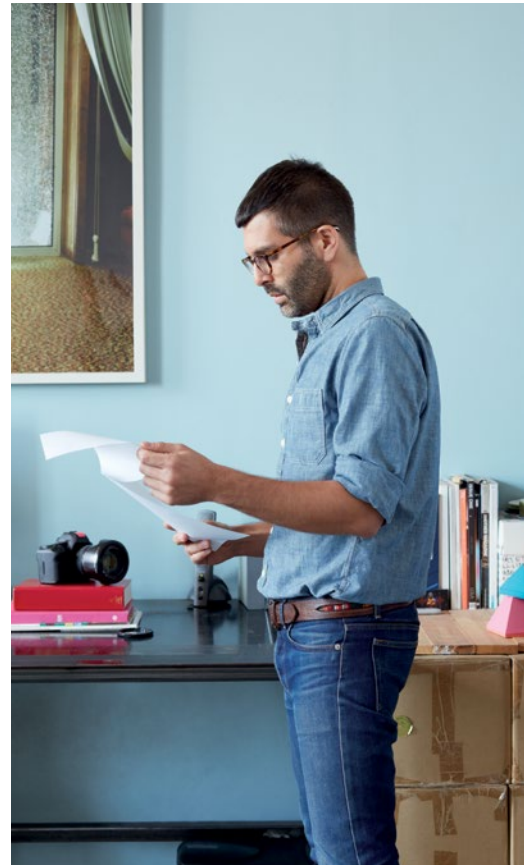
# Exchange Online provides advanced security

To help combat spam-related email threats like phishing scams and online fraud, Exchange Online actively helps protect businesses' communication and data. Email filtering capabilities provide business-class security by detecting and suppressing external threats, while giving you visibility into targets and options for mitigating or eliminating attacks. Here are just a few of the robust security features Office 365 provides:

- **Dynamic Delivery of Safe Attachments:** This feature helps protect against attacks without delaying emails. Recipients receive emails with a placeholder attachment while the original is scanned for malware and viruses.

- **Safety Tips for Exchange Online:** To prevent the accidental opening of legitimate-looking spam, Exchange Online provides a color-coded warning system across the top of users' emails. These safety tips advise users whether emails are suspicious, unknown, trusted, or safe.

- **Phish reporting:** Users can report suspicious-looking emails as possible phishing messages, which are reviewed and added to service-wide filters if they meet the classification criteria.

- **Customized junk email filtering:** Help ensure junk email is put into the spam folder, while legitimate messages stay out. Use various customizations, such as Safe Senders List, Safe Recipients List, Blocked Encoding List, and more to customize email to fit your business' needs.

**Office 365 Advanced Threat Protection (ATP):**
Enterprises can opt to use ATP to help protect business email in real time against unknown and sophisticated attacks. ATP helps protect users and businesses from increasingly complex attacks by conducting behavior analysis using a variety of machine learning techniques to scan attachments and links for suspicious intent. It also uses the Safe Links feature to block malicious links that unwitting users may click. With rich reporting and URL trace capabilities, administrators can investigate any messages blocked for unknown viruses or malware.

**Information Rights Management (IRM):** Whether malicious or unintentional, security threats come from inside companies, as well. Exchange Online with Office 365 gives administrators control over email permissions using IRM, which keeps unauthorized people from printing, forwarding, or copying sensitive information.

**Data Loss Prevention (DLP):** To complement IRM, Exchange Online also includes Data Loss Prevention. It identifies and monitors data, helping to prevent employees from mistakenly sending sensitive information (social security, credit card, driver's license numbers, etc.) to unauthorized recipients via email. Customized to your organization and triggered based on policies administrators set, DLP Policy Tips help inform users about policy violations before the data is even sent.

**Confidently empower worker mobility**
Feel more confident in allowing employees to use personal mobile devices. You can manage access to Office 365 data across a range of devices with mobile device management (MDM).

## Based on research from Bitglass, 72% of surveyed organizations support BYOD policies.[1]

With BYOD policies, IT can create approved mobile-device lists, enforce PIN locks, and remove confidential data from lost phones. You can give employees the flexibility they need while still maintaining security control over your business' information.

**Simplified compliance management**
Free email solutions often don't have the infrastructure in place to adhere to various compliance standards. From ISO to SSAE to HIPAA, Exchange Online satisfies rigorous compliance standards across a variety of industries. With more than 900 controls in the Office 365 compliance framework, all Office 365 applications stay up to date with ever-evolving policies.

In the event of an information request or compliance issue, Office 365 simplifies the process of finding, analyzing, and packaging relevant content across Exchange, SharePoint, and Skype for Business with eDiscovery. The eDiscovery Administrator role allows selected team members to search across and place holds on mailboxes, all from one central dashboard.

Free email simply poses too many risks for businesses. With Exchange Online, globally redundant servers, premier disaster recovery capabilities, and automatic patching help protect the business while enabling business owners and IT alike to rest easy knowing the organization's data is backed up, accessible, and safe under Microsoft's powerful protection.

# Exchange Online gives you control

**Data Control**

With Exchange Online, you are in control of your company's email and private data. Free email services often mine your data for advertising, but Exchange Online lets you decide who has access.

**Administrative Control**

Free email services give you almost no control over your company's email. You often can't manage permissions, public folders, and transport rules and can't create or delete accounts. In contrast, the Exchange Administration Center (EAC) keeps you in charge. Manage company-wide permissions and mobile device access and policies. The easy-to-use, web-based interface simplifies email management all in one place. Through role-based access you can manage DLP capabilities, archiving and retention policies, and compliance tools to stay in control of your business email.

# Streamlined migration solutions

Migrating your business' email is no easy task. Multiple users and thousands of emails can make seamless migrations seem out of reach. But Office 365 can help streamline your move to business-class email.

FastTrack, Microsoft's free* customer success service, can assist with migration and onboarding to Office 365. Work remotely with Microsoft specialists who will provide personalized support to ensure Exchange Online is ready to use company-wide. With 450+ global engineers ready to help your team whenever you need it, you can plan a successful rollout and onboard new users or additional Office 365 capabilities at your own pace. Learn more about FastTrack at https://resources.office.com/en-us-landing-fasttrack-infographic.html.

If you aren't eligible for FastTrack, there are several easy options for moving mailbox data from free email environments—including staged, cutover, and IMAP migration. Within Office 365, you can use the EAC to add domains and the Office 365 Import Service to migrate email data.

You can also use Internet Message Access Protocol (IMAP) to migrate user email from many free email solutions that support IMAP migration.

**FastTrack can reduce your onboarding time by up to 33%.**
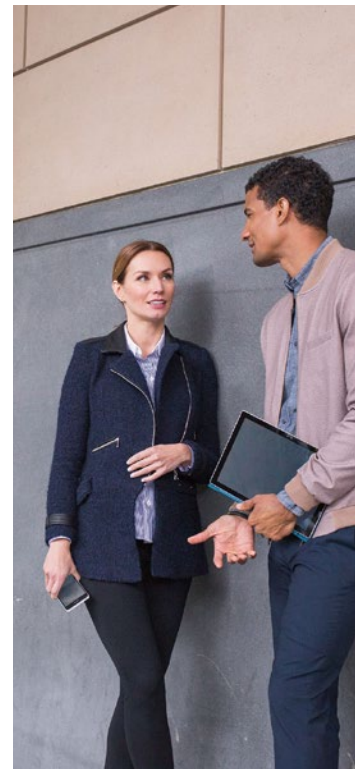
*FastTrack comes free with eligible SKUs of more than 50 seats.

# It's time to upgrade your email

Email holds a firm grasp on business communications and workflows, but free services simply aren't enough. While they may work for the individual, businesses benefit most from premium services that can provide better security and superior features.

More secure than free email services, Exchange Online provides anywhere access to email across devices—backed by Microsoft's expertise and worldwide datacenter network.

As a growing organization, it's time to move your email from free to business-class with Microsoft Exchange Online and Office 365.

**Sources**

[1] "BYOD in 70% of Orgs Driven by Need for Increased Productivity," 2016, Bitglass

[2] "Identity Theft Resource Center Breach Report Hits Near Record High in 2015," 2016, Identity Theft Resource Center