



On-site vs. Cloud, Business vs. Consumer

Things to consider when selecting your email provider...

With the World going 'cloud' and new features built into consumer level email platforms we thought it time to define where we stand as The Very Good Email Company and things you should perhaps bear in mind if looking for a stable and reliable email platform for business use.

Onsite v. Cloud

Assertion: I have my own mail servers on site - I'm in control

But are you? Mail server platforms need constant upgrading and management. This takes time and focus and yet your business isn't providing email services. So you shouldn't have to focus on managing your own kit - with all the staff overheads and costs involved.

Assertion: I have an email filtering solution on site - I can see the flashing lights - so all is safe.

Great for creating the impression you're all safe and secure. But like the

mail server - is all software and firmware up to date? Are all licences current? Does it provide a single point of failure?

Assertion: it's cheaper to keep in in-house

Think again. Outsourcing your email enables you to manage yours costs. No surprises, no Capital Expenditure. And no staff overheads or infrastructure costs.

Assertion: we have all the expertise we need!

You may think you do. There's an awful lot to keep on top of if you're managing things in-house - and shouldn't you be concentrating on your main business, rather than email platforms? We're a little biased - but all we do is email. It's our focus, our passion, and we'd like to think we're rather good at it. In addition - are you always on top of software, security and licencing?

Assertion: If we have everything on-site we're more flexible

Account management is just as flexible with a hosted solution, but with the added advantage of web based interfaces so you can access management tools easily from wherever you are and simply pay for what you're using.

Assertion: If my Internet Connection goes down then I'm stuck.

Having a Mail Server in-house may give a sense of security - but what happens if your Internet connection goes down? Your mail server is blind. With a hosted solution you can use an alternative connection, such as 3G, and still connect to, and send and receive, your email.

“Anybody who may have been thinking of using Gmail for any kind of private transaction had to drop that thought at that moment”

Mark Anderson on **BBC Global Business** in January 2011 referring to security breaches by Chinese hackers in 2010



Onsite v. Cloud

Cloud - Business v. Consumer

Assertion: *email is email - right?*

Unfortunately we've all become used to email being as ubiquitous as water - I mean, it just works, right? Wrong: to business - email is the communication life blood of any organisation. What would happen (or happens?) when your email goes down? Or you lose emails? The results can be time consuming and expensive - both to fix and in potential damage to business. Do you really want to rely on a consumer grade service?

Assertion: *it may be a consumer service - but it offers an SLA*

Check that SLA - does it give meaningful guarantees? Does it penalise the provider - or simply provide additional periods of service? How much business and good will could your business lose if your email were compromised?

Assertion: *It's a major web brand - surely it should be more secure?*

They may have size and infrastructure on their side - but their size makes them a rich target for hackers. Take a look at Google's recent history...

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