



## Sales Overview for Partners

### What Is MessageBunker?

MessageBunker's primary function is to silently duplicate and store every email your customers' send and receive in our secure data facilities. The service works by logging into your customers' account on a regular schedule directly on the server rather than installing client software. MessageBunker works with any publicly addressable IMAP or POP3 server. MessageBunker keeps your clients' email regardless of whether it is deleted locally.

### Microsoft Exchange and Office 365

Customers with Exchange servers, or users of Office 365 (enterprise), can use the 'journaling' feature to send copies of emails to MessageBunker, which will then identify the sender and recipient(s) from the header added by Exchange and add the messages to the relevant mailbox on MessageBunker. It will also allow for scenarios where multiple domains exist on a single Exchange server, possibly for multiple customers.

### MessageBunker for Outlook

MessageBunker for Outlook (MBO) provides a quick and intuitive interface to access MessageBunker stores directly within the Outlook interface. Intended for use by those using Outlook with Exchange in a journaling setup but compatible with

all common browsers and can be used with any type of MessageBunker inbox.

### MessageBunker for Mobile

MessageBunker for Mobile enables users of iPhones and Android phones to access their MessageBunker stores in a suitable iOS-style interface. Users can quickly search their stores, view messages and forward them back to their accounts, or anyone else's. Best of all, it supports Apple's Web App guidelines, so can be added to the iOS Home Screen, where it will act just like a regular iPhone app. Login details are held locally, so the user doesn't even have to remember their password.

### Reseller Opportunity

The market for email archiving is growing rapidly - partly through the increasing awareness of the need for disaster recovery and partly through the rising tide of government and industry specific legislation.

MessageBunker is a great opportunity for Resellers looking to widen their portfolio with a new, innovative and 'sticky' solution that will generate incrementally increasing monthly revenue. MessageBunker is available only through our Partner network and all pricing is hidden. You choose your own pricing model.

### Branding

As we promote MessageBunker we believe there will be value in our Partners being able to leverage this brand (The Very Good Email Company will not be visible apart from in the MessageBunker 'small-print').

As the service is an add-on to existing email infrastructure and will reinforce your existing relationships, there is no advantage - or driver - for your customers to buy MessageBunker services directly.

### Pricing

Pricing is simple. The basic service is free (up to 2GB and 5 users per customer) and the Premium service charged at £3.00 per mailbox, per month for up to 25 users, subject to your standard Partner discount.

Above that the breaks are: 26 - 50 users - £2.75/month, 51 - 100 £2.50/month and 101+ users £2.00/month - see table on last page.

Any new MessageBunker accounts created by Partners get the first month free of charge. Ideal for email migration, or if your customer just wants a trial.

Premium service accounts provide unlimited data storage subject to our Fair Use Policy\*. You are free to price, or bundle, the service in a way that best fits your business model and markets.

**seamless integration with Microsoft Outlook, compatible  
with Microsoft Exchange and Office 365 (enterprise)**

**never lose an email again!**

# MessageBunker email archiving

## Business Drivers

- Seamless integration with Exchange and Office 365 (enterprise) - offsite business continuity
  - Storage Management – lower cost of storage
  - Compliance – MiFID, SarbOx, ISO, HIPAA, Basel II and others
  - Assistance in Legal Discovery
  - Knowledge Management
  - Average email sizes expanding
  - Effective email data management vital to every business
  - Creating a secure central repository of all business email data an expensive and complex undertaking
  - In-house email archiving projects consume a disproportionate percentage of budgets relative to other IT initiatives
  - Disaster recovery
  - Quick Find/Search
  - Fraud detection
  - Mitigate against employees destroying mail/mailboxes
  - Access email archive from anywhere
- Integration with Microsoft Outlook
  - Speed of search
  - Meet all current/planned compliance requirements
  - Simple to set up and configure
  - Built by email experts
  - FREE basic service
  - Easy upgrade
  - Global Search – search multiple mailboxes simultaneously
  - SMTP injection
  - Search inside a multitude of attachment types: .doc, .docx, .xls, .xlsx, .odt, .txt, .rtf, .html, .pdf, .zip, .pps, .ppt, .pptx, .xlr, .pages, .numbers, .dot and all text based formats such as .txt and .php. Also able to parse TNEF format emails (also known as winmail.dat).
  - Unlimited Storage\* (Premium)
  - Ideal migration tool - simply archive your existing email to MessageBunker and restore to the new server.

## MessageBunker USPs

- 'In the Cloud' – no hardware, software or management overhead
- Integration with Microsoft Exchange and Office 365 (enterprise) 'journaling'

## Competitors

### In-the-Cloud (email archiving)

#### Message Labs email Archive

<http://www.messagelabs.co.uk/products/archiving/>

#### MimeCast

<http://www.mimecast.com/>

#### Keytech

<http://www.keytech.co.uk/pages/emailarchiving.htm>

#### In-the-Cloud

(general data archiving)

#### Databarracks

<http://www.databarracks.com/OnlineBackup/BackupServices/Archiving/>

#### In-the-Cloud

(as part of their data back-up solution)

#### Mozy

<https://mozy.com/>

## Appliance

#### C2C

<http://www.c2c.com/site/default.asp>



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## Pros and Cons:

### MessageBunker

**Pros:** Cost effective, platform independent, easy and fast to deploy, ideal platform to enable email upgrades and migrations. Designed around email and email attachments from the ground up - search and find relevant emails, email threads and attachments fast. Secure - hosted within a highly secure data centre. Works seamlessly with Exchange Servers, Office 365 (enterprise) and Outlook.

**Cons:** Perceived security issues, reliant on the performance of your Internet connection. Users don't have a box to look at!

**Costs:** Between £2.00 and £3.00/mailbox/month - unlimited data storage subject to Fair Use Policy\*.

### On-Site Software

**Pros:** Relatively cheap, uses existing infrastructure.

**Cons:** Support/staff overhead, software

licences, generally platform specific, additional server capacity may be required.

**Costs:** Typically around £1.70 per mailbox per month + cost of hardware.

### On-Site Dedicated Appliance

**Pros:** Creates impression of being in control and of data security. Nice box to look at.

**Cons:** High cost and support overhead + not the most suitable platform as a Disaster Recovery/Business Continuity solution.

**Costs:** Typically over £10k.

### As part of a General Back-Up Policy

**Pros:** Perceived as cheap.

**Cons:** Email discovery - or lack of. Platforms not geared towards email.

**Costs:** Hidden in general IT department activity.

### Product Data Sheet

Our MessageBunker Sales Sheet - **APM0100** - is available to re-brand.

### \*Fair Use Policy

Our Fair Usage Policy is simple: MessageBunker accounts provide unlimited storage providing that this does not impact upon the performance of the hosting environment, or the performance of the service for other users. If this occurs we reserve the right to place restrictions on specific accounts.

As a guideline we wouldn't expect a single mailbox to increase in size by more than 1GB per month.



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Key Features and Pricing*		
	Free Service	Premium
Quick Search	✓	✓
Individual login	✓	✓
Time Travel	✓	✓
Exchange Journaling	x	✓
MessageBunker for Outlook	x	✓
SMTP Injection	x	✓
Service Guarantee	x	✓
Archiving Frequency	Every 60 min	Selectable up to every 5 min
Mailboxes	5	Unlimited
Max storage Volume	2GB	Unlimited - subject to Fair Use Policy*
Max Storage Period	Unlimited	Unlimited
Unit charge 1-25 users	Free (up to 2GB and up to 5 mailboxes per customer)	£3.00/month/ mailbox
26-50 Users	n/a	£2.75/mon
51-100 Users	n/a	£2.50/mon
101+ Users	n/a	£2.00/mon
PST File Import	n/a	£20 set-up fee + £2 per GB of Data
Data Backups	n/a	On demand - £50 per backup.



The Very Good Email Company

8 Akeman Street  
Tring, Herts HP23 6AA  
United Kingdom

[sales@verygoodemail.com](mailto:sales@verygoodemail.com)

01442 927470

[www.verygoodemail.com](http://www.verygoodemail.com)

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