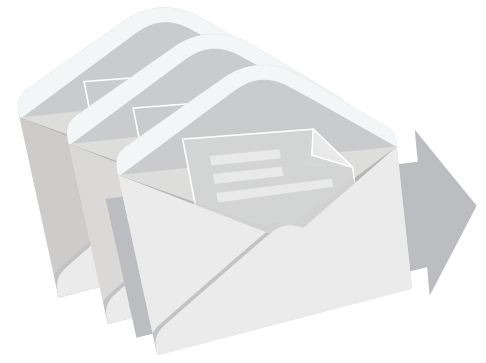


All email is the same

IT support, even before you need it



Myths about IT that could sink or float your business- And what you can do to flourish instead

Introduction

One of the questions I get asked time and time again is “How can I make my PDA (Windows Mobile or iPhone) synchronize with my PC?” – Well, it’s all about having the right platform in place first; then the problem becomes an easy one to solve. Most people asking this question have POP mail and this is usually the reason things just don’t quite work for them.

For me, the answer I always give when asked this question is “You need Exchange” – nothing beats having full control of your emails and also the ability to access them in multiple locations (PC, laptop or PDA). I outline my reasons for this below, but let me first give you an overview of Exchange and POP3.

POP or Post Office Protocol is the standard protocol used to receive emails. There have been many versions of the POP protocol and POP3 is its most recent incarnation. Exchange is a popular Microsoft messaging system with its own mail server (you host your own emails) designed for use in a business setting. The Exchange server is often used in conjunction with Microsoft Outlook to take advantage of Outlook’s collaborative features, such as the ability to share calendars and contact lists.





Abussi Ltd. provides small and medium businesses with the high level of IT support larger companies enjoy, without the high level of investment. Instead of employing an expensive in-house IT department, Abussi partners gain unlimited support from an entire staff of qualified experts. Our services include consulting, implementation, support, monitoring and maintenance of your IT systems, all for an affordable monthly rate. Our solutions will save you money, decrease downtime and allow you to focus on what matters most – your business.



Help!

When you need it,
and before you
need it.

 Microsoft Exchange isn't just for big business anymore.

 Integrate all your business technology for higher efficiency and profitability.

Traditionally, only businesses able to have their own server(s) could have Exchange, and this restricted use to companies of a certain size, usually 8-10 users or more. Thus, smaller businesses chose POP3 because of a lack of access to Exchange and to be honest, because POP mail is simpler to manage and setup.

You can have your emails delivered directly to your Outlook or Outlook Express in minutes – setting up POP3 does not require expert know-how. Another reason why businesses have traditionally used POP3 over Exchange is the cost involved - to run Exchange you would need a server, therefore a cost is associated in buying the hardware and configuring it which will require an expert.

Many businesses are introduced to POP3 via their Internet provider or Web hosting company and it just sticks. Few take the time to re-visit the initial decision over POP mail and before long (I see this a lot too) the business has 10s of POP mail accounts and it becomes a problem in terms of PDA integration, sharing information, etc.

The key benefits of Exchange are noted on the next page, and in an ever-changing world where business owners and users need access to information quickly and often from multiple locations, POP mail just doesn't cut it anymore.

Exchange is a much more business-friendly option and some of the reasons why are noted below:

Full Mailbox Access

Anytime, anywhere access from multiple locations and/or clients via Outlook Web access (accessing your emails via the Web). With POP3, when you download messages to your mailbox, they are stored on your local PC and removed from the server of the host company. This means you are unable to view the message elsewhere.



Simplify everyday business processes.



Don't rely on unreliable email systems. Keep your business data safe with backup services in Exchange.



Keep it all together with built-in synchronization.

Sharing and Collaboration

The only thing that takes more time than attending meetings is planning and scheduling them! When you use Exchange with Outlook, you can quickly and easily check availability of co-workers, conference rooms, and shared resources by viewing multiple calendars side by side. No more chasing down people and keeping track of responses. Using Exchange, you can also share any folder in your Mailbox and any files in your public folders.

The amount of time saved by the increase in productivity easily makes up for the price of Exchange. With POP3, there is no sharing or collaboration.

Public Folders


Instead of having multiple copies of emails, templates, pictures, etc.... one in every mailbox, you can store them all in Public Folders once - saving a tremendous amount of storage space..... and providing access for other users and staff.


Backups

This is the biggie! Up to 70% of your business data is in Outlook. With exchange, a copy of all of your data is stored on your local PC and another copy remains on the server. If your computer crashes, configuring a new computer with the existing mailbox information will bring all of the data once lost back down in its entirety....to the new computer. This option does not exist if you use POP3. If you lose your data, you lose your data. That's it!

Synchronization with Mobile Devices

You can access your e-mail, contacts, and calendar from your iPhone and Windows Mobile Devices. Full synchronization does not occur with a POP3. Exchange Server allows for a 2-way wireless synchronisation on email, calendars and tasks.

 Think of technology as an investment, not an expense.

 A rich email experience is affordable.

Costs

I know the big elephant in the room is cost; but in the past year there have been developments which allow businesses to enjoy the benefits of Exchange without the initial outlay. This includes:

This option offers businesses with more than 5 users a fully featured server with Exchange email, plus a lot of added benefits for a small initial cost.

✓ Going the 'hosted' route, whereby a company such as Abussi can provide a full hosting package with includes:


- Your domain name
- Web site space
- FTP access for your HTML files
- Hosted Exchange mailboxes, not POP mailboxes


This option offers smaller businesses (less than 5 users) a fully featured and rich email experience from as little as £10 per mailbox per month

✓ Buying a Small Business Server is not as expensive as it used to be, given the reduction in server hardware costs.

- Abussi can provide Small Business Servers for 5 users from £950*
- The Small Business Server software includes Exchange
- The server will provide all the benefits for email PLUS
 - Secure Remote Working
 - Backup
 - Data Security
 - Much more

This option offers businesses with more than 5 users a fully featured server with Exchange email plus a lot of added benefits for a small initial cost.

 Advanced technology makes doing business easier.

 Don't wait for disaster to strike. Get ahead of the game with Exchange today.

I hope this has provided some insight and I hope I have managed to explain how much better Exchange is over POP3, especially within a business setting. Most importantly, this article is designed to simply provide food-for-thought on how you can get the most out of your IT.

IF you need any more information, visit our Website or call us today.

0845 862 0200

* Installation costs and setup are additional charges

Get Advice From An Expert

Look up a reputable IT provider for even one-off advice if you run your IT in-house. You can even set up an appointment to visit, conduct a data health-check, and if necessary get your data secure for you.

Ask them the questions featured in this article. Most importantly act upon it. I once heard about a company with no backup. The guy in charge is alleged to have said that if they lost all the data, there was nothing to worry about. They printed off every single document, and he had a team of typists who could re-key anything they needed.

Aside from the incredible losses they would have incurred re-typing or scanning in paper files, he forgot one important thing. Paper burns. And fires do happen. They didn't burn down, but within 6 years the company closed. Why? I don't know.

So make sure you act before it's too late.

Please Distribute This Article Freely

With preference to other small businesses you want to help, by making sure they avoid IT mistakes. Providing that the content and links are left intact, as they are, without editing, and that proper credit attributions are made to the author and his Web site.

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