



## The Small Business Guide to Big Business Email

How hosted Microsoft Exchange Server can help your small business become more competitive.



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## Compete more effectively with hosted Exchange

Today's economy is especially hard on small businesses. How does your small business keep revenue coming in when your customers are spending less? How do you attract new customers in a cost efficient manner? How do you protect your businesses' valuable information assets without making a huge technology investment?

These are some of the more important questions owners of small businesses face today. The good news is there's a simple answer to these questions – an answer that tens of thousands of small businesses have already discovered to help them address these concerns and become more competitive: Hosted Microsoft Exchange Server.

Microsoft Exchange Server is the world's most popular email and messaging solution. Exchange enables you and your employees to increase efficiency and productivity with anytime /anywhere access to email, shared calendars and contacts, attachments and tasks via an office PC or a mobile device.

Traditionally, small businesses could not even consider deploying Microsoft Exchange throughout their organization due to its steep implementation and maintenance costs. Smaller companies have had to settle for "no-frills," free email (yahoo, gmail, hotmail, etc.) that lacks features essential for any business, no matter how small. These include basic features such as email access via mobile devices and information sharing with other employees. Small businesses have traditionally done without these and other fundamental capabilities.

But now, thanks to "Hosted" Exchange, small firms like yours can have big business email – and the benefits it brings – but at a small business price.

This paper will tell you how, for less than the cost of a client dinner, your business can start using a fully managed hosted version of Microsoft Exchange Server, and make quite a positive impact on your small business's ability to compete in today's uncertain economy.

## Just what is Microsoft Exchange Server?

Microsoft Exchange Server is the world's most popular and widely used business messaging platform. It provides the most advanced e-mail solution available today with collaboration and information sharing features provided as standard.

“Exchange” is a computer server that centrally stores your business’s email, files, task lists, calendar and contact information. You and your employees can access all these items through Microsoft Outlook or Outlook Web Access on an office PC, laptop, mobile device or any internet-enabled computer.

Exchange allows users to share information, either using Outlook on their desktops or Outlook Web Access through a web browser. It enables Outlook’s most important features for collaboration - view files, calendars for scheduling meetings or reserving resources like conference rooms, common address books for sharing contact information, view and edit SharePoint content in Outlook even when offline, and much more.

## Microsoft Exchange Server Key Features and Benefits

Features	Benefits
<b>Centrally stored data</b>	Emails, attachments, contacts and other mission critical company data is centrally stored and available for immediate access.
<b>Mobile Access with 2-way Wireless Synchronization</b>	Two-way wireless sync with easy access for handhelds like BlackBerry, iPhone, Treo or other mobile devices.
<b>Shared Calendars</b>	Lets employees see colleagues' availability to schedule or rearrange meetings, book conference rooms, and plan projects.
<b>Shared Task Lists</b>	Allows “to do” lists to be created and assigned, then shared with team members.
<b>Shared Contacts</b>	Company or shared address books means important contact details will never be lost or misplaced.
<b>Outlook Web Access</b>	Anywhere/Anytime access to full Outlook mailbox from any web browser – at home or while traveling.



## What is “Hosted” Exchange?

“Hosted” Exchange is an approach to application deployment in which the Exchange Server hardware and software are hosted as a service and made available to your business across the Internet. The solution is fully managed and maintained by a third-party hosted Exchange provider.

### Minimal Expense

By eliminating the need to install and run the application in your office, this hosted approach eliminates the up-front expense of having to buy tens of thousands of dollars worth of hardware and software and can be up and running in minutes instead of weeks or months as with a traditional Exchange solution. Payment is made on a monthly, per user basis and no contracts or commitments are required.

### No IT Burden

Because the hardware and software are hosted remotely, you don’t need to invest in an IT staff to monitor, maintain, upgrade and support the application. The hosting provider is responsible for all of those tasks and a reputable hosting provider will also offer at least a 99.9% uptime guarantee to ensure you have access to your company’s most critical data 24 x 7. If you already have an IT staff, a hosted Exchange solution will enable them to focus on their primary responsibilities rather than spending time troubleshooting why your staff can not access their email.

### Big Business Email; Small Business Price

This hosted alternative allows your business to utilize the high-powered business functionality of Microsoft Exchange that is currently enjoyed by Fortune 500 companies the world over, at a dramatically lower cost than purchasing hardware, Exchange software licenses and additional personnel to ensure your email is available when you need it.

### Small Business Email Survey

Take this brief survey. If you can answer “Yes” to any of these questions, then hosted Microsoft Exchange Server may be the right solution for your small business.

- |  |                              |                             |
|--|------------------------------|-----------------------------|
| 1. Do want to connect with coworkers from home or on the road?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 2. Would you and your employees benefit from shared calendaring, contacts and the ability to assign tasks? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 3. Do you want to access your email on your mobile device?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 4. Do you want to reduce the number of SPAM emails you receive?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 5. Would you like your email data to be backed up daily?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 6. Do you want virus protection to safeguard your email data?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 7. Would you benefit from 24/7 tech support for your email?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| 8. Do you want someone else to ensure email uptime and security issues?                                    | <input type="checkbox"/> Yes | <input type="checkbox"/> No |



## Where to turn for Hosted Exchange

When you're ready to take the next step and explore the benefits of a hosted Exchange solution, turn to the hosted Exchange small business experts from 123Together.com.

123Together.com combines the power of Microsoft Exchange Server with industry-leading hosted services, to give small businesses:

- ▶ added value
- ▶ ease of deployment
- ▶ peace-of-mind
- ▶ uptime guarantee

123Together.com delivers this added value with services such as:

### Guaranteed Uptime

123Together.com is famous for its uptime guarantee. Keeping your email up and running is critical to your business, and 123Together.com guarantees up to a 100% uptime SLA, so you can have the peace-of-mind that your email will always be working. They even offer a money back guarantee should a server be down for an extended period of time.

### Live 24 x 7 U.S.-Based Tech Support

Also unique to 123Together.com is its valuable live, U.S.-based technical support. Unlike other hosted Exchange providers, 123Together.com doesn't outsource tech support to other countries. You get 24x7x365 live technical support via online chat, phone and email from 123Together.com employees based at corporate headquarters in the United States.

**Backups, Upgrades and Monitoring** – 123Together.com provides daily backups of your email and attachments, so you don't have to every worry about losing your valuable email data.

### Free Microsoft Outlook

123Together.com provides every one of your employees with a free copy of Microsoft Outlook for email use, as well as calendaring, task management and so much more. You can also use Outlook in conjunction with Exchange to provide enhanced functions for multiple users in an organization, such as shared mailboxes and calendars, Exchange public folders, Sharepoint lists and meeting time allocation.

## So how much does hosted Exchange cost?

This is the best part of the story. You can be up and running with hosted Microsoft Exchange Server 2007 from 123Together.com in minutes for as little as \$9.99 per user per month. By today's standards, this is a very affordable price and a great value for small businesses.

To better understand the value that hosted Exchange can bring to your small business, 123Together.com invites you to try its hosted Exchange solution with no risk and no obligation.



## Use Hosted Exchange for One Month with No Obligation

123Together.com invites you to test drive its hosted Exchange service for one full month with its Hosted Exchange No Obligation Trial. This is the most popular way small businesses like yours can try all of the features of Microsoft Exchange Server 2007 without risk, hassle or commitments.

[Sign up now](#) and be up and running immediately.

To sign up, or to learn more, you can also visit [www.123Together.com](http://www.123Together.com), or contact a Hosted Exchange Solution Specialist at (800) 9-MS-EXCHANGE (800-967-3924).

## About 123Together.com

### Microsoft's 2008 Hosting Partner of the Year!

123Together.com is a Microsoft Gold Certified Partner and the leading provider of Microsoft Exchange Server hosting for customers that consider their email to be mission critical to their business. Public and private companies around the world have chosen 123Together.com for their mission critical e-mail because of the company's leading enterprise-level infrastructure and single-minded focus on keeping Exchange servers up and running 100% of the time! 123Together.com was selected by Microsoft as their 2008 hosting partner of the year. In addition to hosted Exchange Server, 123Together.com also offers hosted Windows SharePoint Services and hosted Dynamics CRM.



**2008 ADVANCED INFRASTRUCTURE SOLUTIONS  
PARTNER OF THE YEAR-WINNER**  
Hosting Solutions