



White Paper Secure Messaging: A Profitable, Essential Value-Add for Office 365



Introduction

In recent years, organizations have increasingly adopted cloud-based email in an effort to lower IT costs and administrative overhead, better manage mobile devices, and increase scale capacity. Microsoft Office 365 has led this movement, dominating the enterprise market and gaining a significant share of small and midsize businesses. Despite this trend, however, many organizations are still reticent to adopt or fully deploy Office 365 due to data privacy, regulatory, and security concerns, as well as the perceived complexity of migrating existing email platforms.

This paper will address the growing need to augment Office 365 with the easy-to-implement and powerful Secure Messaging add-in, and the significant, profitable market opportunity this creates in the channel.

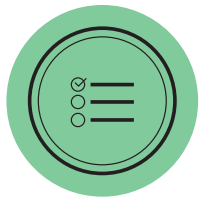


The Move to the Cloud

Five years makes a dramatic difference in the world of technology, and little has prompted change more than cloud computing. Organizations of all sizes continue to embrace the business benefits it offers, including better business agility, reduced costs, increased ease of use and improved facilitation of mobile and remote workers.

In particular, the movement of email to the cloud is primed for growth as organizations abandon traditional on-premises solutions like Microsoft Exchange for the flexibility and cost advantages offered by Office 365. CIOs realize that transitioning legacy solutions to cloud computing, including messaging and communications, will be critical to ensure longterm viability.

According to Gartner, cloud-based email is expected to grow up to 30 percent a year through 2022, to almost 700 million users, an increase of more than 6x from today.¹



Address the Concerns, Embrace the Benefits.

Organizations have good reasons to be concerned about messaging security when they adopt cloud-based email. Whether by user error or malicious intent, data privacy and security can be compromised via email and file sharing. To protect intellectual property and other data, encryption alone isn't enough; organizations need tools that give users the ability to:

- Control email messages and file attachments
- Provide the same message management and security on mobile devices
- Account for diverse regional and industry requirements with a choice of data jurisdictions
- Securely sign and exchange digital files.

To make this happen, organizations require a comprehensive cloud-based email security solution that integrates with Office 365. Ideally, the solution should deliver additional benefits, such as improved sharing and collaboration; automated, intuitive interfaces that are easy to use in real time; and equal suitability for SMBs and enterprise organizations.



More than 40 million seats of Office 365 have been deployed to date.⁴



As many as 80 million licensed Office 365 seats have been purchased, but not deployed, posing a significant opportunity for new growth.⁵



The market for email encryption and file-sharing security for the Office 365 enterprise market alone is worth at least \$5.5 billion per year.⁶



Trust the Cloud: Email Security and Organizational Sharing

Solving an organization's Office 365 security concerns will eliminate a major barrier to its adoption. This requires a secure messaging solution that fully protects email data, facilitates secure file sharing and enables users to control messages. Moreover, it needs to be easy to deploy and use. Simply, it needs to inspire trust in the cloud.

What to look for in a cloud-based email security solution:



Encryption/Security

The ability to prevent data breaches and ensure compliance effectively is paramount. Desktop-level encryption is a good place to start.



Secure File Sharing Capabilities

The solution should permit users to send and receive emails and large files both internally and to external recipients without slowing productivity.



Ease of Use

Unlike traditional gateway appliances, the solution should be easy to deploy and use, and include a simple, one-panel interface that shows real-time messaging activity.



Mobility

The solution needs to be fully functional on any mobile platform, including iOS, Android, Blackberry and Windows Mobile.

When transitioning to Office 365, organizations need to replicate traditional on-premises functionality in the cloud, especially in light of a greater need for file sharing. The Secure Messaging solution fulfills these requirements through its unique architecture, which provides functionality unavailable in similar solutions on the market. This includes:



Secure Messaging

Enables users to send, receive and track corporate email securely on any device, regardless of location and without leaving Office 365. This allows organizations to protect data, meet compliance requirements and accelerate workflow.



Large File Sharing Capability

Allows users to share files up to 5 GB quickly, overcoming preset email bandwidth limitations. In addition, senders will know instantly when and how the information was received, and productivity will remain unimpeded by slow transfers or standard email size restrictions.



Advanced, Yet Simple Message Control

Permits users to control which messages can be viewed, answered or forwarded. The Delivery Slip control panel tracks messages and provides notifications in real time with 100 percent accuracy, while true message recall allows messages and attachments to be revoked, even if previously opened.



Simple and Secure E-Signature Capability

Lets users easily and securely request and provide e-signatures on sensitive documents (such as contracts, financial information, etc.). The process is simple and takes seconds at either end of the exchange without requiring additional complex workflows. It supports common document and image formats (PDF, DOC, PPT, JPG, GIF, PNG, etc.).

Because the solution works on any email platform, requires no training or hardware, and integrates seamlessly with a customer's existing infrastructure, adoption is more appealing.



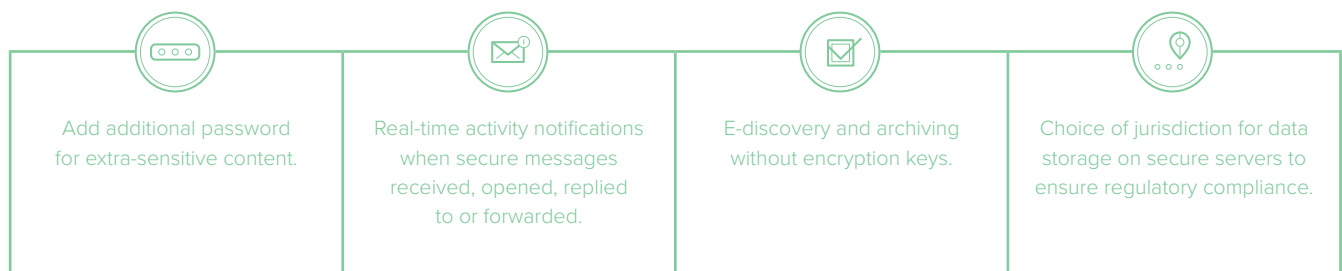
A Profitable Pairing: Office 365 and Secure Messaging

Enhancing Office 365 with value-added email security gives resellers an opportunity to tap a high-margin sweet spot in regulated industries as well as on the open Office 365 market. It also provides a unique opportunity to shift from selling on-premises gateway appliances that offer one-time, low-margin revenues to a simplified cloud-based solution with perpetual revenue, high margins, low churn, and future incremental sales.

Secure Messaging provides a wealth of tangible business benefits to resellers, including:

- Higher margins and incremental revenue;
- Resellers can grow margins by 50% without increasing the cost of sales or lengthening the sales cycle;
- Easy add-on sales and rapid deployment;
- Customer satisfaction through need fulfillment, budget consciousness, and agility;
- Deal differentiation;
- An active partner program that offers tangible, substantial benefits and support to channel partners.

Benefits of Secure Messaging



References

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