Cloud Business Email: Dedicated vs. Multi-Tenant

A Radicati Group Web Event

*** Please dial-in by phone to listen to the audio portion of this event. The dial-in number is in your registration confirmation email as well as on the side panel of your screen.*

9:30 am, PT
August 29, 2013

Speakers & Agenda

Speakers:

- Joy Nemitz, *CMO*, **Apptix**

- Gus Harsfai, *CEO*, **Ceryx**

- Andrew Jaquith, *CTO and SVP Cloud Strategy*, **SilverSky**

Agenda:

- *Overview Presentations from **Apptix, Ceryx** and **SilverSky***

- *Guest Speaker Discussion – moderated by Sara Radicati*

- *Audience Q & A session*

Apptix Overview

Joy Nemitz

Chief Marketing Office

About Apptix

- Hosted Services Pioneer
  - Founded in 1997; Headquartered west of Washington DC
  - 470,000 users under contract worldwide
  - 130,000+ healthcare users globally
- Financially Stable
  - Profitable and growing
  - Publicly Traded (OSE: APP)
- Proven Industry Leader
  - Twice Microsoft Partner of the Year
  - Top Industry Honor and Award Recipient

Microsoft Partner
Gold Hosting

Microsoft GOLD CERTIFIED Partner | 2009 UNIFIED COMMUNICATIONS SOLUTIONS
Messaging
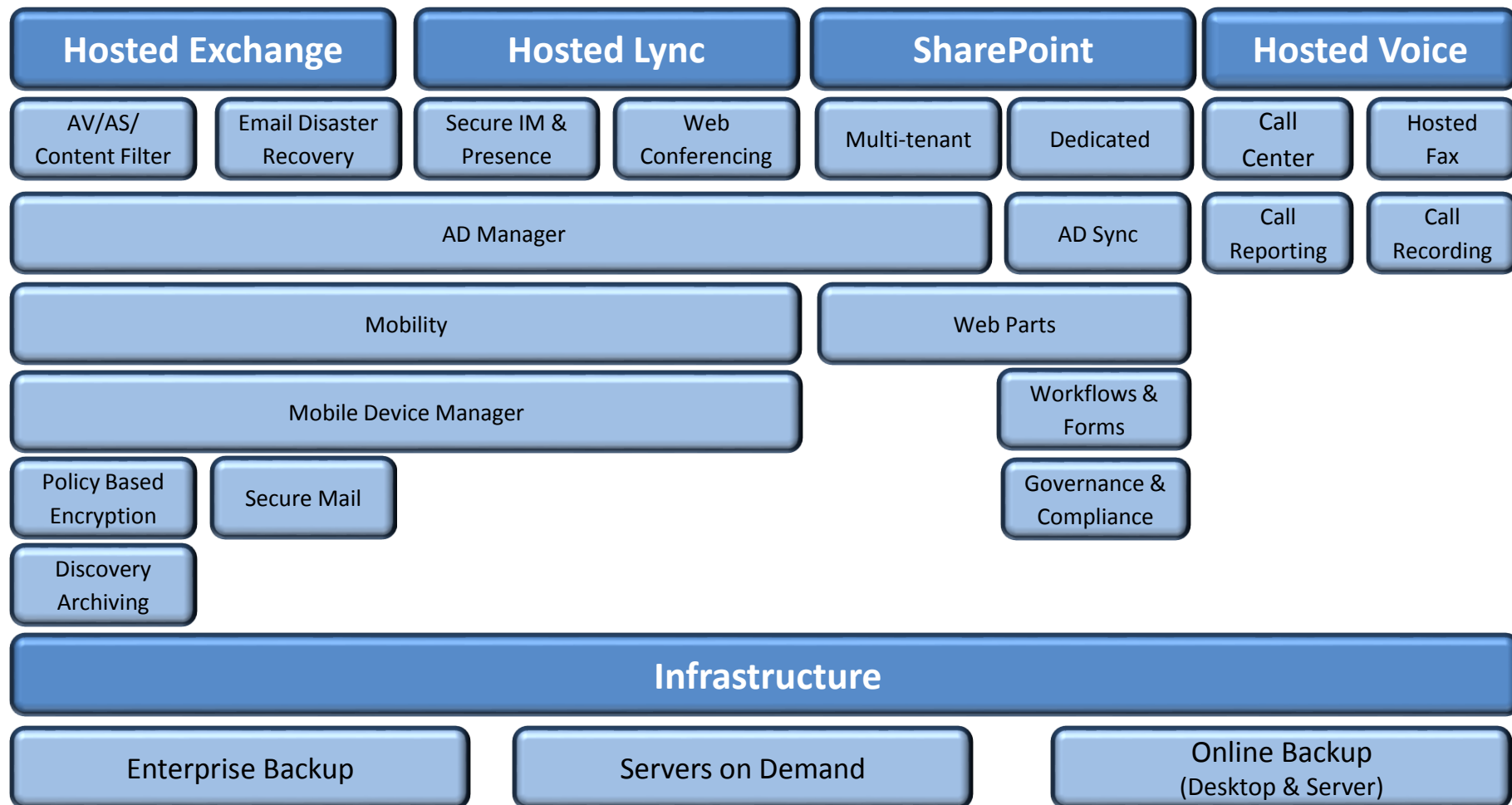**PARTNER OF THE YEAR**
FINALIST

Microsoft GOLD CERTIFIED Partner | 2006 SALES AND MARKETING
PARTNER OF THE YEAR
Advanced Infrastructure Solutions

CRN SOLUTION PROVIDER 500 FORMERLY THE VAR500

CRN Channel CHIEFS 2013

smartCEO 100 BEST RUN COMPANIES

MSPmentor 501 2013 Edition

Talkin'Cloud100
Top 100 Cloud Services Providers

2011 Excellence in Innovation
|| Parallels

APPTIX

Apptix Product Portfolio

Hosted Exchange		Hosted Lync		SharePoint		Hosted Voice	
AV/AS/ Content Filter	Email Disaster Recovery	Secure IM & Presence	Web Conferencing	Multi-tenant	Dedicated	Call Center	Hosted Fax
AD Manager				AD Sync		Call Reporting	Call Recording
Mobility				Web Parts			
Mobile Device Manager				Workflows & Forms			
Policy Based Encryption	Secure Mail			Governance & Compliance			
Discovery Archiving							

Infrastructure

Enterprise Backup	Servers on Demand	Online Backup (Desktop & Server)

APPTIX®

Why Apptix

- Flexible/Customizable Approaches
  - Dedicated Environments
  - Professional Services
- Expanding Portfolio of Enterprise-class and Compliant Services
- Highly Available, Geo-redundant Architecture
  - Redundancy across datacenters for email continuity
- Unparalleled Migration Support
- Exceptional 24/7, fully U.S.-based Customer Support
  - Dedicated Account Manager for larger accounts
- Centralized Control Panel
- Microsoft License Mobility

"[Apptix is] an example of success right now, driving growth and making profit in the cloud and being very, very relevant in their marketplace today."

– Jon Roskill, Corporate VP, Worldwide Partner Group, Microsoft

APPTIX®

Channel Partners

Some of the world's largest, most highly respected companies have chosen us to help deliver their own Hosted Business Communications solutions.

CERYX
The benefits of the cloud, without the compromise.℠

Enabling Enterprise in the Cloud

Microsoft Partner
Gold Messaging
Gold Hosting

IMPACT
AWARDS
Winner

Ceryx Overview

- ## Who we are?
  - Ceryx is a leading messaging and collaboration service provider delivering dedicated, multi-tenant and on-premises managed services to enterprise customers and strategic outsourcers.

- ## What we do?
  - Ceryx customers leverage proprietary software, Cloud Control, to enable Enterprises that are too complex for the traditional public cloud to enjoy the benefits of a utility model in a "no-compromise" implementation.

- ## How we do it?
  - Without compromising enterprise control, Ceryx reduces the cost to service end users through the automation of routine tasks which would otherwise be escalated to Tier 2 Support Staff – costing Strategic Outsourcers and the Enterprise valuable time and resources

CERYX

The benefits of the cloud without the compromise℠

Who is Ceryx?

Leader in Messaging and Collaboration Solutions

ISO International Organization for Standardization

ISO 27001 is the highest level of certification for Information Security that a managed service provider can achieve.

SSAE-16 AUDITED ✓

SSAE-16 Type II (replaces SAS70) – Review and attestation by auditors used for evaluating controls in place at service provider organizations.

IMPACT AWARDS FINALIST WINNER

Multiple Microsoft Impact Award Winner – Hosting Provider of The Year

Expertise

- 20+ years selling advanced messaging and collaboration solutions to mid-large enterprise

- UCC specialized staff; hundreds of global projects

Market Differentiators

- Cloud Control™ comprehensive, secure administrative portal

- Highly flexible solution delivery models – for the Enterprise

CERYX
The benefits of the cloud without the compromise™

Enterprise IT Dilemma

- Increased pressure from management to deliver capital reduction and cost savings
  - Execs starting to compromise on risk management to achieve cost savings

- Death by a thousand apps
  - Inefficient control/monitor of enterprise apps moving to the cloud
  - Little or no control of user-centric cloud apps moving to enterprise

- Multi-service vendor integration and support
  - Increasing difficulty to coordinate different ticket systems, processes, personalities

Scope of Services

Cloud Control™

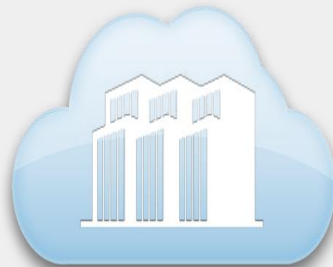| Microsoft® Lync Server	Microsoft® Exchange Server	Microsoft® SharePoint®

Archiving › Unified Messaging › Email Firewall › Encryption › Security › Mobility

Public Cloud	Enterprise Cloud (Multi-tenant)	Private Cloud (Dedicated)	Private Cloud (On Premise - Managed)

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Customer Benefits

Large Enterprise Outsourcers

MSP's, Telco's and IaaS providers

Large Enterprise

Customers include some of the most demanding and complex enterprise from Financial Service, Healthcare, Government and Resource/Energy

- Solve security and compliance concerns for the enterprise and the outsourcer
- No compromise - the enterprise controls their data, applications, location, and operations
- A complete solution integrating best of breed applications and services
- Support cost reductions and end-user satisfaction with Cloud Control through self-service, increased trouble resolution at Tier 1 and quicker speed to resolution

CERYX
The benefits of the cloud without the compromise™

Case Study: 5,000-seat Financial Services

Customer Goals

✓ Consolidation

✓ Security/Privacy

✓ Compliance

✓ Cost reduction

✓ Flexibility

✓ Timeline

Situation

- 11 mail platforms preventing collaboration & standardization across the organization.
- Microsoft public cloud not feasible due to security, and residency requirements
- Requirement for platform/provider to rapidly accommodate acquisitions/divestures
- Requirements for sophisticated security DLP, Enhanced Perimeter Security, 2 Factor Authentication
- Enhanced Mobile Device Management (MDM) and Voice/Conferencing/Collaboration

Solution

- Ceryx high availability Exchange and Lync
- 100% SLA
- Client-required 2-Factor VPN access to environment
- Custom retention policies

- Hierarchical delegated and localized administration
- Cloud Control enabling management across Private Cloud and Multi-tenant
- Technical Account and Service Delivery Management

Summary

Decrease cost and reduce risk – the benefits of cloud without the compromise.

- Hosting models from private cloud to multi-tenant – or hybrid solution based on customer needs.
- Experts in satisfying the most stringent operational, security and compliance requirements of large and complex enterprise
- Integration of best-in-breed applications and cloud services
- Deployment of Cloud Control enables dramatic Support cost savings and improved end-user satisfaction

CERYX
The benefits of the cloud without the compromise.™

Thank You.

CERYX

The benefits of the cloud, without the compromise.™

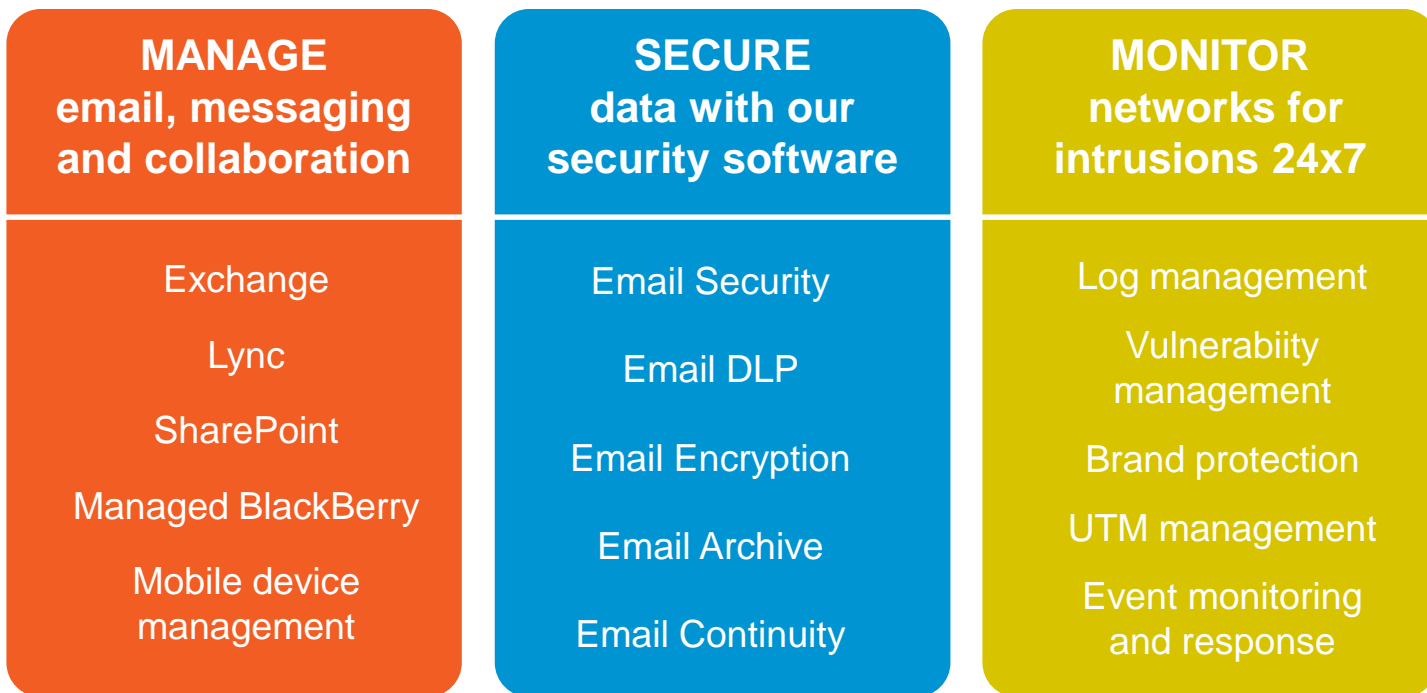# Dedicated Cloud Solutions

Andrew Jaquith
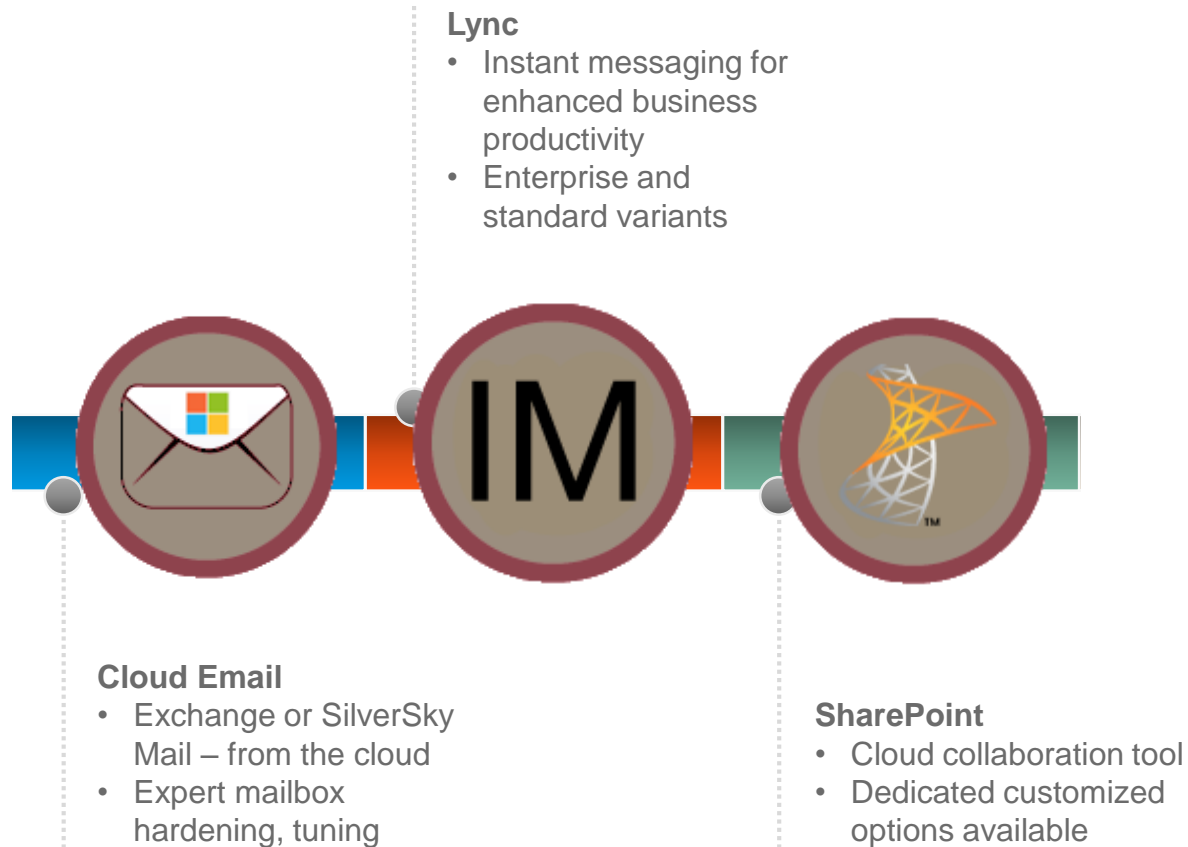CTO and SVP Cloud Strategy, SilverSky

August 29, 2013

SilverSky delivers security from the cloud

By tirelessly safeguarding our customers' most important information, SilverSky enables growth-minded leaders to pursue their business ambitions **without security worry**. SilverSky protects $525 billion in banking and credit union assets. Each month, we analyze 15 billion raw security events and investigate 140,000 alerts.

MANAGE email, messaging and collaboration	**SECURE** data with our security software	**MONITOR** networks for intrusions 24x7
Exchange	Email Security	Log management
Lync	Email DLP	Vulnerabiity management
SharePoint	Email Encryption	Brand protection
Managed BlackBerry	Email Archive	UTM management
Mobile device management	Email Continuity	Event monitoring and response

SilverSky Managed Applications

Lync
- Instant messaging for enhanced business productivity
- Enterprise and standard variants

Cloud Email
- Exchange or SilverSky Mail – from the cloud
- Expert mailbox hardening, tuning

SharePoint
- Cloud collaboration tool
- Dedicated customized options available

3

SilverSky Hosted Exchange Experience

SilverSky expertise

Microsoft Platinum Partner

2 million+ mailboxes migrated

20% faster migration than industry norm

Large-enterprise migration expertise (5,000+ users)

Support for complex architectures

SilverSky Private Cloud
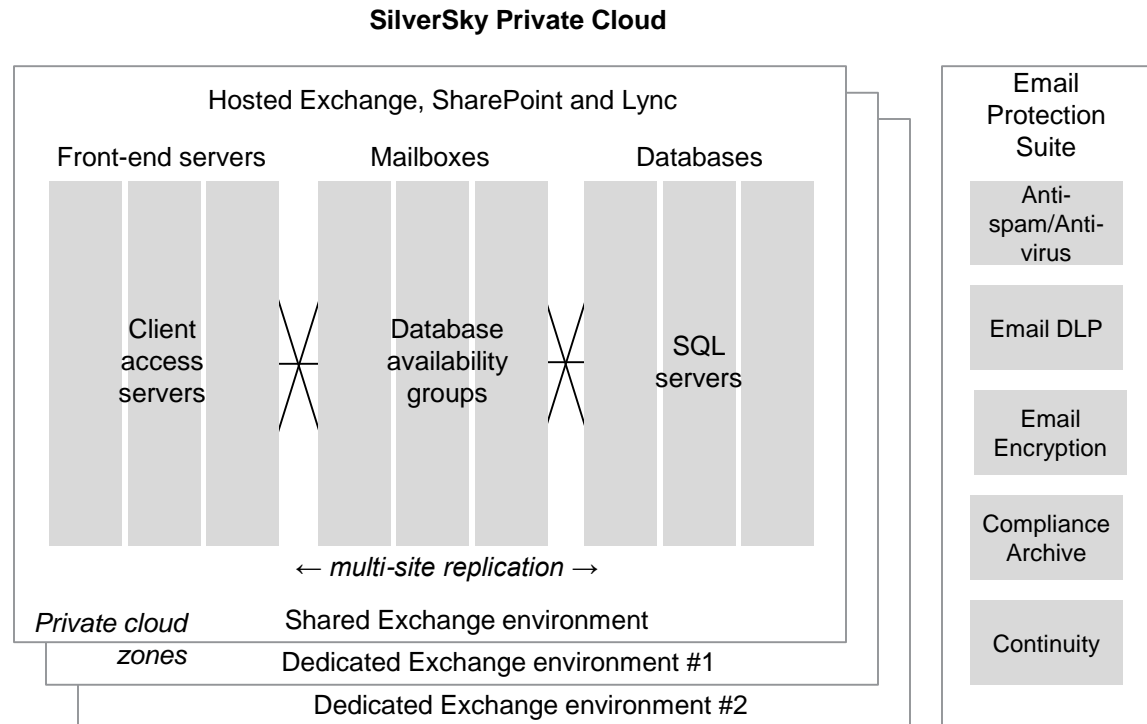
SilverSky Hosted Exchange Options

	Hosted Exchange	Hybrid Exchange
Environment	Shared, multi-tenant	Dedicated, single-tenant
Minimum seat count	Any	Typically 1000+
SLAs	Standard (100% for mail, 99.9% for other services)	Custom
Support Options	Standard Priority	Standard Priority Custom
Customization Examples	-	PBX integration Hosting for third-party software Application integration
Single-Sign-On	Via Directory Sync	Via Directory Sync AD Federation
Root privileges	No	Rarely

When Does Dedicated Makes Sense?

- **Rarely**. 95–99% of the time, dedicated does <u>not</u> make sense. "Security" is the #1 driver of RFQs for dedicated. But controls in our standard environment are quite strict already (FFIEC supervision, SOC 2 Type 2, CyberTrust, HIPAA/HITECH BAA etc). Most prospects asking for dedicated usually opt for shared.

- **Larger deployments (10,000+)**. Practically speaking, these are "stealth" dedicated environments anyway, even if the networking and provisioning is still shared.

- **Genuinely high-security environments**. For example, ITAR or export-controlled customers. A good litmus test: will customer see massive fines for non-compliance or security violations?

- **Non-standard customizations**. Customer needs to install software or appliances that we would not normally allow, for example DLP.

SilverSky
SECURITY FROM THE CLOUD

Thank you for your time

Your Speaker Panel

- **Sara Radicati**
President & CEO, The Radicati Group

- **Joy Nemitz**
CMO, Apptix

- **Gus Harsfai**
CEO, Ceryx

- **Andrew Jaquith**
CTO and SVP Cloud Strategy, SilverSky

Thank You!

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▸ Business User Survey 2013

▸ Cloud Business and Consumer Email Market, 2013-2017

▸ Enterprise Content Management Market, 2013-2017

▸ Email Statistics Report, 2013-2017

▸ Microsoft SharePoint Market Analysis, 2013-2017

▸ Microsoft Exchange, Office 365 and Outlook Market Analysis, 2013-2017

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