



## Hosted vs. On-Premise Email: Which is Right for Your Business?

Email is one of the largest IT needs for any company, and the last thing you ever want to hear is “Email is down.” When your email servers fail you, then you are left without a major channel for communication with your customers. In today’s connected world, customers can be highly impatient and expect responses right away, especially during office hours.

Reliable email, is vital for all companies in all industries. There are essentially two choices for email provision: Hosted or On-premise (sometimes called self-hosted). Which should you choose?

Advantages of cloud email:

- In most cases, you only pay for the number of email boxes you need, scaling up quickly as needed.
- You do not need an in-house IT person to monitor the email servers 24/7. This may allow you to outsource your IT easily or free up in-house staff to deal with more important things like your customer database.
- You can take advantage of economies of scale, even if you are a small company.

- You do not have to purchase servers, which can be a substantial up-front cost, or pay for power and space.
- You only have to pay one bill, not several. This streamlines things and saves time for A/P.
- Major cloud providers are seldom targeted by email spoof attacks which can get your domain blacklisted as a source of spam.
- Cloud email providers have dedicated security teams and will also take care of domain blacklisting if it does happen.
- It is generally cheaper to purchase more space as needed. With your server, you may have upgrade and add new hard drives physically. As email volume increases, along with the size of messages, email can take up a surprising amount of server space.
- You do not have to set up a lot of software, choose between different software packages, etc. You also do not have to pay for software licenses or worry about renewing lots of subscriptions. In many cases, it is cheaper to add users to a cloud email package than to licensing on the software you “own.”

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## Upcoming Events

**Webinar: Is Cloud Computing Right for Your Business?**  
*June 6, 2019*

**Night at the Hoppers**  
*June 20, 2019*

**Webinar: Lean Six Sigma**  
*August 15, 2019*

For more information on our upcoming events, please visit <https://www.tcsusa.com/calendar/>.

## Continued...

- Your email will stay up even if your office network is down, which can be very handy for companies that operate in disaster-prone areas such as hurricane and fire zones.
- Your email data is often backed up on the cloud servers unless you explicitly delete it, which can be very handy if you suddenly realize you need a “paper trail” for some reason.

### Advantages of self-hosting:

- It can be cheaper after the initial investment in servers—no external hosting or management fees.
- You have complete control over the servers and environment. In some cloud environments, you may not be allowed to change some of the configuration settings.
- Performance can be higher as there is less latency.
- However, some cloud providers these days offer much greater performance and more features. Also, when connecting from a mobile device, it seldom makes a difference.
- As you do not need an entire server for email, you may be sharing with other companies that can be bad neighbors. Or, your email is on the same server as everything else, possibly opening a backdoor into your files.
- Your email account can't be abruptly suspended.
- Some cloud services charge extra for mobile device access.
- It can sometimes be more accessible to take and keep good backups, which is particularly important if you are involved in an industry with burdensome compliance requirements.

For the vast majority of companies, especially those with only a few employees, it is a shift in cost for a hosted email solution. It is also often more secure, which is better for your company's reputation and the safety and convenience of

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## Significant Benefits for Cloud and Hosted Services

Whether you are a business owner or an IT professional, you are keenly aware of the critical importance of a reliable and cost-effective IT infrastructure. However, in today's fast-paced and competitive market, you may not have the time and resources needed to effectively implement and maintain data hosting solutions that are 100% in-house. If that is the case, what options are available to you? Hosted and Cloud services are two enterprise solutions that can provide significant benefits to your company.

### What are the Differences?

Hosted and Cloud services are similar yet distinct outsourced services for your data management needs. They are similar in that they are both off-premise solutions, and both require Internet access to be successfully utilized. However, there are significant separations in their implementation.

- Hosted services, or dedicated hosting, refer to a business solution in which your server is located off-premise in a data center but dedicated solely to your organization. Usually, data servers are not only housed but also managed by a 3rd-party provider. These services include SaaS, PaaS, and IaaS components; in other words, this solution consists of all of the hardware, software, and infrastructure needed for successful data storage and networking. Thus, you are not tied to a bloated in-house IT support staff and do not have to dedicate a vast amount of resources to the infrastructure's management and maintenance.
- Cloud services go one step beyond dedicated hosting. Instead of using one or more dedicated servers, Cloud-based hosting draws from multiple servers across the data center to create a shared virtual environment for all the components of your data infrastructure. Basically, instead of relying on the durability and performance of one piece of hardware, Cloud hosting spreads the workload across multiple pieces of hardware, thereby reducing the chances of total system failure and allowing for faster load times, greater flexibility, and greater scalability.

With these differences in mind, what are the advantages and drawbacks of each solution?

### Pros and Cons of Hosted Services

Hosted services provide some advantages, including:

- A high level of security. Using one dedicated server can decrease the network's susceptibility to malicious attacks.
- 3rd party management. Outsourced experts take away the burden of regular maintenance and frequent analysis, allowing your company to focus resources elsewhere.
- Predictable costs. Generally speaking, the costs of dedicated hosting are predictable and therefore easy to budget.

Some drawbacks of hosting services include:

- Less scalability. Because traditional hosting is primarily hardware-based, there is a lot less flexibility to scale usage and performance according to business needs.
- Higher costs. Even though prices may be predictable, with the need to maintain a dedicated server or dedicated servers as opposed to a streamlined virtual environment, costs will most likely be higher than with Cloud-based services.

#### Pros and Cons of Cloud-based Hosting

Cloud-based hosting can be a highly cost-effective and efficient way to manage your data. For instance:

- Cloud services provide increased scalability and flexibility. Because hardware components are not a limiting factor with the Cloud, your company can adapt storage, usage, and performance requirements as dictated by current operational needs.
- Security in the Cloud has dramatically improved over the years, to the point that according to Business.com, Cloud security "should not be a concern."
- Cloud-based hosting can also reduce costs, and increase profits.

There are a couple of perceived downsides to Cloud services.

- Companies running legacy applications may have some difficulty transitioning to Cloud-based hosting.
- Some business owners are wary of sharing computer resources with other companies.

## Digital Newsletter

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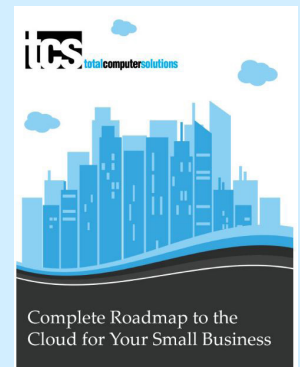
## TCS Spotlight: William Ridgeway



Congratulations to our Network Analyst, William for receiving his StorageCraft Certified Engineer Certificate; demonstrating competence in design and implementation of disaster recovery solutions. Way to go!

## FREE Guide: Complete Roadmap to the Cloud for Your Small Business

If your company has 5-100 users, the Cloud could be a reliable solution. The benefits of moving your business to the cloud include less on-site hardware, and software maintenance costs, lower capital expenditure costs, predictable IT spend, remote access to cloud data and applications. Throughout this guide, we will walk you through these benefits and provide suggestions for choosing whether it is right for you.



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168 Thatcher Road  
Greensboro, NC 27409

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## Is Cloud Computing Right for Your Business?

Join us for our upcoming webinar!

Date: Thursday, June 6th, 2019

Time: 11:00 a.m. ET

Presenter: Barry Utesch, President, TCS

Cost: Free

Registration: Visit [tcsusa.com/calendar/](http://tcsusa.com/calendar/) or call us at 336.804.8449.

Key Topics for Discussion Include:

- In-house server vs. the cloud
- Significant benefits for moving to the cloud
- Small-medium size businesses leveraging enterprise technology
- Assessing your cloud readiness

If you are interested in attending our upcoming webinar, please visit [tcsusa.com/calendar/](http://tcsusa.com/calendar/) or call us at 336.804.8449.