



## How Email Can Be Your Secret Weapon in the Cloud

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, you are left without an effective communication channel 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-premises. 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.
- Major cloud providers are seldom targeted by email spoof attacks, which can get your domain blacklisted as a spam source.
- Cloud email providers have dedicated security teams and will also take care of domain blacklisting if it does happen.
- Hosted email comes with a significant amount of storage per user. You can easily purchase more for the few power users that every company seems to have.
- 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, the cost per user is very reasonable compared to licensing fees for in-house solutions.
- 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.

## Upcoming Events

**Webinar: Targeting Compliance in Your Organization**  
*December 16, 2020*

For more information on our upcoming events, please visit [www.tcsusa.com](http://www.tcsusa.com).

- Your email data can be backed up on the cloud servers, 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 ongoing hosting or management fees.
- You have complete control over the servers and environment. In most cloud environments, you not be allowed to change some of the configuration settings.
- If you have a performance problem with email having the server right in your office allows you to be more in control of troubleshooting.
- If your organization has simple email needs, your email server could run on a physical server you already own.
- A cloud provider cannot abruptly suspend your email account.
- It can sometimes be more accessible to take and keep good backups, mainly if you are involved in an industry with burdensome compliance requirements.
- If you are in a regulated industry with specific requirements for email retention having an in-house server gives you greater flexibility over the backup process.

For most companies, especially those with fewer employees, a hosted email solution is a cost shift. It is also often more secure, which is better for your company's reputation and your customers' safety and convenience. If you are looking to move your email to the cloud contact us.

## Cloud vs. In-House Servers: Advantages and Disadvantages

Maybe you are starting a new business and deliberating on whether you should buy an in-house server(s) or embrace the cloud from the start. Or perhaps your server is old and outdated, and you wonder whether to replace it or move to the cloud. It may be that your enterprise has outgrown your server, and you are torn between buying a larger server and migrating to the cloud. Regardless of why you are deciding between an in-house server and the cloud, it is a challenging decision to make. This article is intended to help you make this decision by presenting each option's advantages and disadvantages.

#### In-House Servers

A few years ago, the cloud was a more attractive option for large enterprises, while small and medium-sized businesses often used in-house servers. In-house server(s) that were physically located in the workplace tended to host applications do file sharing and other office essentials. In-house servers are still a viable option for small businesses and startups, but trending toward more people beginning with the cloud.

#### Advantages

- In-house server(s) give a business complete control of the physical server and their data. You know where your data is and that provides a level of comfort.
- No ongoing expenses. Yes, the server is an expense, but all you pay for is maintenance once you own it.
- Security: The security of knowing your data is in the back room—the security of being a single dot in a vast internet ocean.

#### Disadvantages

- A server needs to be sized for peak load even if peak load only happens twice a year. This translates to a more considerable upfront investment to buy the hardware and licensing that will carry you through those occasional peaks of demand.
- Carrying costs: Normally, a server runs 24x7x365 and requires power and power to cool that room or that space. Even if people are not in the building, the server requires comfortable temperatures.
- Rapid growth: if you outgrow a server, you can increase capacity, but if you are growing rapidly, you may have to start over with a new larger server to replace the one you already own. That can be very expensive.

#### Cloud Servers

There is a growing trend towards businesses of all sizes and industries moving to the cloud. Here are the advantages and disadvantages of the cloud.

#### Advantages

- Low capital expense: you do not have a considerable upfront cost for hardware and licensing. Also, you may not have as many fees for maintaining your server. Typically, a new business can get up and running with

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lower startup costs by using the cloud.

- **Scalability:** If you grow quickly, you can add more storage or memory to meet your changing business needs. Also, the cloud platform is, pay for what you use. If you need less capacity, you can turn things back down.
- **Virtual access is easier:** with servers in the cloud, it is easier for employees to access data remotely from anywhere, anytime, as long as they have internet connectivity.
- **Security:** although you must trust the organization hosting your server(s), they likely have significantly more experience protecting servers than you or your internal IT department.

#### Disadvantages

- Requires a reliable internet connection to operate optimally. When your internet connectivity is down, you cannot access your server. It might even require a second backup internet connection, depending on your need for uptime.
- You will probably spend more on hosting over the long term than if you go with the in-house server(s). If you compare apples to apples, building a 99.99% uptime solution with in-house servers would be prohibitively expensive. The cloud servers provide you with a much more robust solution for a slight increase in costs.
- You have to rely on your hosting company for security, and that can be a concern since you will probably never meet them, and they may live on the other side of the country.

#### Buying a Server or Moving to the Cloud

The process of making this decision is not easy, and expert help is what we would recommend.

An onsite server allows you physical control over your server and keeps critical data in-house. However, the initial cost of setting up the server, licensing, more can be expensive when coupled with maintenance and upgrading expenses.

If you move to the cloud, your upfront costs are negligible, and you enjoy a greater ability to scale. A reliable and robust internet connection is required, and be ready to pay monthly fees, which could equal or cost more than an in-house server.

Should you go for a cloud server or use your in-house server?

As with many business technology solutions, there is no direct answer. The option you choose depends on your business needs and budget. The cloud has many advantages, especially remote access and dedicated service providers who keep everything running on your behalf. However, depending on your needs, it might not be your best choice. It would be best to consider factors like internet bandwidth, power stability, and business software type before choosing a server solution.

## On Demand Webinar: Stakeholder Satisfaction: Strategies for Winning Internally with IT



We had a great time at our live webinar last month, "**Strategies for Winning Internally with IT**," presented by Matt McNees, Business Consultant, TCS. This webinar is now available on demand so that you can review important topics covered in the session. To get your copy of webinar, please send an email to [info@tcsusa.com](mailto:info@tcsusa.com).

## LIVE Webinar: Targeting Compliance in Your Organization

**Date:** Wednesday, December 16th

**Time:** 10:00 AM ET

**Presenters:** *Barry Utesch, President, Total Computer Solutions and Darren Smith, Client Strategy Manager, Total Computer Solutions*

**Registration:** Visit [www.tcsusa.com/events/](http://www.tcsusa.com/events/) or call 336.804.8449

You are invited to join us for our upcoming webinar, "**Targeting Compliance in Your Organization**". For many executives, compliance is something that they are aware of, but often it is difficult to understand and even harder to accomplish. Leadership must buy-in to the organization's changes to attain compliancy even if an organization has a compliance officer. It is a process to achieve and maintain compliance, not a one-time project.

#### Key Takeaways

- Understanding of compliance needs
- How tools can help reach your goal
- General guidelines for achieving compliance
- Maintain compliance status once reached



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## **Guide: Digital Tools to Pivot Your Business**

It may seem to be a disadvantage to shift your workspace from the office to your living room, but it does not have to hinder your performance. The digital tools in this guide are available to help your company flourish in a new environment. Depending on your organization's work setting, whether virtual or socially distanced, we hope this guide contributes to your team's management strategy and adds to the overall improvement in communication within your work team and between your company and clientele.

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