

EMAIL CONTINUITY SERVICE

COULD EMAIL DOWNTIME SPELL DISASTER FOR YOUR BUSINESS?

ANALYST VIEW

"The biggest threat [faced by organisations] is email database corruption, with 42% of organisations having experienced database corruption in the past year. Though not a security issue per se, database corruption is most definitely a messaging issue that security and disaster recovery specialists need be concerned with. The last thing an organisation can afford is to have an emergency situation prolonged because database corruption felled the messaging system."

Osterman Research, Inc. 2008

Today, email is established as a key business communication medium. But ensuring continuous availability and rapid disaster recovery is a real problem. Planned or unplanned, widespread or partial – an email outage doesn't just cost your business in lost revenue and reduced productivity. It can mean damaged relationships with customers, partners and suppliers. It may also lead to data loss and heavy fines for regulatory non-compliance.

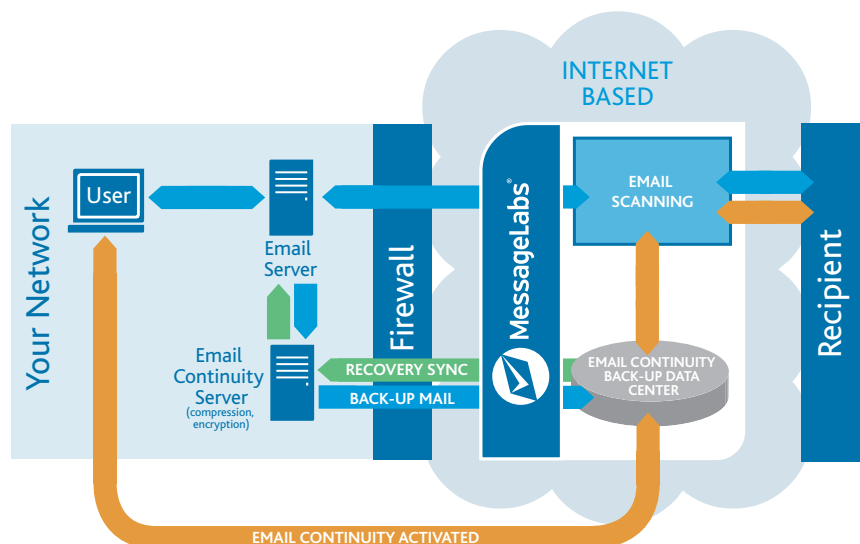
Traditional in-house approaches to high availability and disaster recovery give incomplete protection at staggeringly high prices. Database corruption, directory problems, viruses and configuration errors can be a big challenge for technical solutions such as replication, clustering and log-shipping.

MessageLabs Email Continuity service helps maximise email continuity at minimum cost. It helps to keep email running without interruption and ensure no message is lost – whatever happens to your local system, staff or infrastructure. If an outage occurs, you'll benefit from a back-up system that kicks in seamlessly and allows users to continue sending and receiving email through Outlook, Lotus Notes, web browser or BlackBerry devices.

THE MESSAGELABS DIFFERENCE

- Continuous synchronisation with the primary system ensures the back-up system is permanently on standby to come on stream if an outage occurs
- Access is activated within a minute, in response to your instruction by phone or web
- Back-up email access is provided through Outlook, Lotus Notes, web browser or BlackBerry devices
- Service flexibility enables the back-up system to be activated for any subset of users by mailbox, server, location or storage group
- Rapid recovery is coupled with the ability to prioritise the order in which mailboxes, servers, locations or storage groups are synchronised back, as all emails move back to the email server
- Security of service is underpinned by state-of-the-art encryption technologies and hosting in top-tier data centers
- This fully managed service provides controllable costs, with the administrator deciding how much email history is stored in the back-up system

ELIMINATE DOWNTIME AND DATA LOSS – MESSAGELABS EMAIL CONTINUITY SOLUTION



This fully managed, on-demand solution makes email outages invisible to employees and external contacts. Simple to deploy, it's easy to administer from a single web console. It's also easy to scale to provide extra storage or protect additional user mailboxes.

When combined with other MessageLabs services, the Email Continuity service reduces email-related risks by providing integrated capabilities covering continuity, recovery, archiving, encryption, spam and virus filtering and content and image control.

HOW THE SERVICE WORKS

1. While your primary system is operating normally, a copy of every email is sent to the back-up system (when combined with Email Continuity Retention).
2. In the event of an email outage, you pinpoint which servers, storage groups or mailboxes are affected.
3. You activate the back-up system (by phone or web), opting to failover any subset of users by mailbox, server, location or storage group.
4. Within a minute, Outlook or Lotus Notes client, web browser and BlackBerry devices are automatically and seamlessly connected to the back-up system.
5. During the outage, all users continue to have unrestricted access to email, contact lists, and calendar entries.
6. When your primary system is restored, all internal and external email communications during the outage automatically migrate back to the email server – in one simple step – with all forensic data intact.
7. You can prioritise the order in which servers, storage groups or mailboxes are synchronised back to the email server.

THE MESSAGELABS EXPERIENCE

- Email users: no break in email access, full functionality (send, receive, delete) and access to contact data, calendars, public folders, etc.
- IT managers: a simple, granular and cost-effective availability and disaster recovery solution that makes good investment sense.
- Service administrators: no more distracting, time-consuming complaints from users unable to use email during an outage; reduced maintenance load; no need to organise user training; system deployable for any user subset.

NEXT STEPS

Contact a product specialist:
 APAC: +61 2 8208 7100
info_apac@messagelabs.com

For other country offices and contact numbers, please visit:
www.messagelabs.com.au/contact

As email is sent and received through the email server, a copy of each message is compressed, encrypted and transmitted to MessageLabs email continuity data centers. All emails and attachments are securely stored in encrypted format with all relevant metadata intact.

If a server or infrastructure outage – widespread or partial – affects your primary system, you activate the service. Within a minute, email users are redirected to the back-up system, making the outage virtually undetectable. All users maintain full access to email, contacts, and calendar entries, and BlackBerry devices continue to send and receive email. For as long as the outage lasts, your company maintains email continuity among employees and all external contacts.

Our data centers are platform independent of your primary system, so the back-up system is immune from malware or patches that can compromise primary systems. Moreover, the back-up system isn't vulnerable to database corruption. If messages are lost or corrupted in your primary system, the service makes it easy to find and restore them to the email server with all forensic data intact (time/date stamps, BCC recipients, read/unread status, etc). There's no need to rebuild the entire server or environment – messages can quickly be restored by server, storage group or mailbox.

All your data is protected by multiple security layers, meeting the needs of even the most stringently regulated businesses. Security capabilities include integration with Active Directory authentication, AES message encryption, and SSL encryption for transport. All wireless traffic is 3DES encrypted in compliance with records and information management (RIM) policies.

FEATURES AND BENEFITS OF THE EMAIL CONTINUITY SERVICE

Features	Benefits
Activates within a minute, providing all employees with email and mobile access during email outage	Minimises email downtime and makes outages invisible to employees and the outside world
Users access critical email functionality through Outlook, Lotus Notes, web browser, and wireless devices during outages	Provides seamless and intuitive access for users, helping to minimize disruption and maintain productivity
Automatically synchronises corporate directories, user accounts, contacts, calendars, and distribution lists	Avoids manual maintenance headaches while providing users and IT with access to necessary data during outage
Delivers quick, one-step recovery and restoration of sent and received email data to primary system	Reduces system complexity and administrative headaches
Restores all messages to the email server with complete forensic information after primary system outage	Guards against data loss or bounced messages during outage
Provides single-instance storage of emails in the back-up system, globally	Significantly reduces demand on bandwidth
Requires little or no initial investment and no dedicated staff; greatly simplifies duplicate costs of scaling and maintaining discrete systems	Involves a predictable, low monthly fee for simplified disaster recovery and business continuity planning
Can be fully integrated with all MessageLabs email services or your existing security solution	Provides a zero-maintenance answer to your email security and management needs