The Tier 3 Advantage: Microsoft Exchange Server 2010 in the Enterprise Cloud

The time has arrived to transition to Microsoft Exchange Server 2010.® There are an impressive array of new features compared to the 2007 edition, including new cloud hosting options. In contrast to all other cloud hosting options for Exchange Server 2010 Tier 3 offers you the ultimate package of deployment flexibility, service and support, and overall economic value.

> "Tier 3 took the IT off of our shoulders, and expertly manages our technology infra-structure and critical communication tools, and lets us concen-trate on what we do best"

– Glade Jones, CEO, virtual tour provider Obeo. Tier 3 manages Obeo's 800 mailboxes and one million forwarding boxes on Micro-soft Exchange Server 2010.

Exciting Improvements in Exchange Server 2010

Microsoft has done much to improve its already respected, world-leading email server. Compared to Exchange Server 2007, Exchange 2010 enables reduced deployment costs, simplified high availability and disaster recov-ery. Self-service support features decrease dependence on the help desk. From a user perspective, Exchange 2010 offers an enhanced universal inbox experience that gives access to all business communications from a single location. Other key upgrades in functionality include:

- Backup, email archiving, mobile email, and voice mail with no need for third-party tools.
- New Inbox organization and prioritization features.
- Voice mail in the inbox with text preview.
- Simplified compliance with regulatory archiving policies and discovery procedures.
- Centrally managed and enforced information protection and control capabilities.
- Reduced risk of malware and spam through built-in defenses and support for third party security products.

Exchange Server 2010 Hosting Options

Exchange 2010 introduces several innovative options for hosting. While Exchange Server 2007 is available as an on-premise server install as well as through dedicated hosting partners, Exchange 2010 can be deployed in the cloud, on-premise, or as a hybrid.

On-premise – This standard deployment mode is reliable and confers a high degree of control on the system owner. However, managing an on-premise installation of Exchange requires a great deal of commitment and invest-ment, including dedicated hardware and support staff. Licensing costs are fixed.   The user must commit to the number of Exchange seats that the company requires with no ability to scale down and incremental increases in fixed costs for expanding the user base.

TIER 3

Microsoft Hosted – Microsoft now hosts Exchange directly. This option is a good economic choice for some users, though the offering lacks some features available in the full instantiation of Exchange Server 2010. Users share multi-tenant instantiations of the server. Licensing is fixed and long-term. No access to Public Folders is offered. Companies cede backup and recovery to Microsoft and as of today, no ability to back data out.

Microsoft Hosting Partner – Some Microsoft partners offer hosted Exchange Server 2010 services. In most cases, the Microsoft hosting partner option is comparable to the Microsoft direct hosting, though with a different relationship with the hoster.

Hybrid Cloud – With Exchange Server 2010 it is possible to host some of an organization's Exchange servers on-premise while others exist in cloud deployments. There are several advantages to this hybrid approach, including the ability to scale cloud architecture as needed. However, if the cloud portion of the solution is hosted by Microsoft or a Microsoft hosting partner, the limitations inherent in those offerings remain.

Though the Microsoft and partner hosted options offer some financial and structural benefits, they require compromises that will not satisfy many Exchange managers. In addition to inflexibility on licensing terms, the hosted options result in a reduction in control over the instantiation and the sharing of the server with other multi-tenant clients. Many Exchange managers want the option of having a dedicated instantiation. Some features, such as public folders, are not available. Security and backup in these hosted options may not be aligned with specific corporate policies. These compromises are not present in another option, the enterprise cloud.

A Better Option: Exchange Server 2010 in the Tier 3 Enterprise Cloud

A dedicated instantiation of Exchange Server 2010 on an enterprise cloud, as provided by Tier 3, frees Exchange managers from the compromises inherent in the on-premise, hosting partner, or hybrid approaches to Exchange Server 2010 deployment. In Tier 3's secure, multi-tenant cloud, you can achieve a dedicated Exchange Server 2010 cloud-based instantiation configured specifically to your requirements. For Exchange Server 2010, the enterprise cloud makes great sense for businesses whose needs are more robust and may not be met by a hosted service.

Utilize all the features of Exchange Server 2010
Unlike the other hosted cloud versions, a dedicated enterprise cloud-based instantiation of Exchange is identical to a fully-featured on-premise version, providing, for example:

- Support for unlimited mailbox and message sizes
- Support for Public Folders
- Integration with existing systems such as Lync® and SharePoint®

Configure your instantiation to match requirements and security policy. An Exchange instantiation in the Tier 3 cloud can be set to conform to whatever specific compliance, archiving and e-discovery needs that your organization needs. Further enhancing security are the built-in business continuity and disaster recovery features included in the Tier 3 platform.

Exchange Server 2010 in the Tier 3 Enterprise Cloud:

> Get complete control of all Exchange Server 2010 features

> Configure instantiation to match your business requirements and security policy

> Gain licensing freedom

> Benefit from end user flexibility

Gain licensing freedom. With Tier 3, you can use your existing Exchange Server 2010 and Outlook end user licenses, or leverage Tier 3's Microsoft Service Provider License Agreement (SPLA). Or select a combined approached to suit your organization's needs.

Benefit from end user flexibility. Clients can scale their total number of users up or down on a monthly basis with no minimum user commitments or penalties.

The Tier 3 Advantage

Enterprises large and small depend on Tier 3's secure, intelligent platform to run their mission-critical, production applications and services. Customers realize cloud benefits of lower total cost of ownership (TCO) and dynamic scaling, all delivered through an enterprise-class platform with SLAs, security, and built-in disaster recovery. And innovative technologies bring about predictive optimization for exceptional performance at all layers. Customers count on Tier 3 for the flexibility and freedom to focus on their core businesses.

Tier 3 has Level 3 engineers to handle the migration, planning, installation, and ongoing 24x7x365 monitoring and maintenance of your Exchange Server 2010 environment.

Expertise and Process for Exchange Server 2010 in the Cloud

Leverage the Tier 3 team's significant expertise and experience in upgrading and migrating Exchange environments of all sizes and complexities. Engineers help plan and execute your transition and/or migration projects to ensure no unnecessary interruptions of service. Tier 3 has Level 3 engineers to handle the migration, planning, installation, and ongoing 24x7x365 monitoring and maintenance of your Exchange Server 2010 environment. The team comprises decades of combined experience in implementation, transition, management and ongoing operational support. The Tier 3 team manages thousands of mailboxes and dozens of Exchange implementations on a daily basis handling everything from complete hands-off solutions, to ongoing partnering with customers to ensure their solutions continually meet their needs.

You are assigned an account team with named resources in account management and technical management roles. Engineers who take on operational tasks or support engagements are familiar with your company and its environment. Tier 3 engineers have proven expertise supporting the varying needs and complexities of very large, enterprise environments as well as small, single location environments.

Flexibility and Control

The Tier 3 platform allows lets you be flexible but fully in control of your Exchange Server 2010 instantiation in your enterprise cloud. For example, you can use your own SMTP gateways for mail filtering and compliance. This enables you to use Tier 3 for cloud processing while not requiring excessive change to your architecture. Other flexibility and control advantages include:

- Guarantee where your data is in the cloud and where it is being replicated. This is required for many compliance mandates, including EU Privacy Directives.

- Availability of Intrusion Detection and Prevention Systems (IDS/IDP) configurations, advanced monitoring, and a secure private network.

- Ability to customize backup policy and data retention policy.

- No shared environment, mitigating the risk of data integrity loss.

- Direct Active Directory and VPN access to the servers running their environment.

- Ability to run third party software for advanced archiving or confidentiality products on the Tier 3 enterprise cloud platform.

- Utility-based billing. All services are hourly-utility usage based, billed only for those resources consumed in that hour.

Seamless Transition to Exchange Server 2010 in the Cloud

Tier 3 makes transitions to the Exchange Server 2010 cloud platform seamless to the end-user. This is accomplished by leveraging elements such as a point-to-point VPN, Active Directory integration, Autodiscovery and Outlook Anywhere®, thus minimizing disruption and

the scope of what otherwise might be an intrusive effort. With Tier 3, you can take advantage of tools and processes that we have developed to assist with transition and migration events, including automation around mailbox creation, and API integration with the Postini® front-end service, to simplify ongoing administration of the environment.

- Retain legacy workflows or custom solutions based on your Public Folder systems.
- Full mixed mode management.
- Custom API's, bulkloads and mailbox imports.

Unique Enterprise Cloud Infrastructure

Tier 3 supports a full implementation of Exchange Server 2010 and Windows that can be built, deployed and customized to match your requirements.

- Scale as needed in a flexible, simple environment with no infrastructure limitations.
- Implement the latest technologies such as multiple backend database servers, Data Availability Groups (DAGs), load balanced client access and hub transport servers.
- Tier 3 can support DAGs across multiple physical zones in order to maintain high availability, disaster recovery as well as low latency for localized users

Tier 3 supports permanent point-to-point VPN solutions allowing you to have complete access and control of their environment whenever and wherever they want it. By using this channel, you can also securely support your Active Directory configuration by extending your corporate domain implementation to your Tier 3 infrastructure. This provides a seamless authentication experience for the entire corporate user base.

Unsurpassed security, compliance and backup

Given the critical nature of corporate email systems, Tier 3's standard implementation for business continuity, compliance and disaster recovery is unmatched in cloud-based Exchange Server 2010 options. Tier 3 adheres to SAS 70 Type II, PCI and HIPAA compliance. With every install, Tier 3 provides 14 days of snapshots should a roll-back be required. The infrastructure supports SLAs and uptime models of 99.999% availability. Data is replicated to remote facilities in the event of full data center outage. And finally, additional backup models such as Windows-based shadow copy services and Data Protection Manager (DPM) are offered for specific Exchange-based requirements.

Exchange comparision

Feature	Hosted	On Premise	Exchange on Tier 3
Full Version		X	X
Utility based pricing	X		X
Requires major Cap-Ex	Not needed	X	Not needed
Complete Management Tools		X	X
Public Folders		X	X
Active Directory Integration	Maybe	X	X
Dynamic Resources	X	Must pre provision	X
Integrated Backups	X		X
SLA's	99.9	?	99.999
DR	Maybe	Maybe	X