



# communicate

news from the email hosting people

summer 2010

## Microsoft Dynamics CRM

From July 2010 we are adding Microsoft Dynamics CRM to our product range. Hosted Dynamics CRM is a full service customer relationship management suite and provides a full 360-degree, real-time view of each of your customers and prospects providing valuable business intelligence not only for your sales team but also for your marketing, and customer service teams.



Hosted Dynamics CRM provides an immediate, customizable, and cost effective solution which drives steady, quantifiable improvements in business processes company-wide as it integrates sales and marketing campaign management tools as well as ticketing systems for your customer support team in one platform to provide you with a complete picture for your customers and prospects. With hosted Microsoft Dynamics CRM you are using the next level of business software which:

- provides scope for more developed and longer lasting customer relationships resulting in higher levels of success,
- improves customers service capabilities to ensure higher standards of efficiency across your entire business,
- allows sharing of information on customers across the sales, marketing and services department,
- includes analytic capabilities to boost your productivity...*continued page 2*

## News from SMS

### Find SMS on Facebook and Twitter and stay connected

Facebook and Twitter have gained considerable popularity over the last year in the social networking and micro blogging sphere. So we thought we should provide you with another option to stay up to date with the developments of our company as well as a medium to share your experiences with others.

On Facebook you can either join our group and/or become a fan of our page to stay up to date. Just search for Simply Mail Solutions to find us.

On Twitter you can search for SimplyMS to find us. The direct URL is: <http://twitter.com/SimplyMS>

### We are growing

We are pleased to announce that in June two new starters joined us at our head office in Warrington. Chris Evans has started for our technical support team and will be focussing on the support of our customers on dedicated servers. Our second joiner is Sarah Bennell who will reinforce our sales team and will provide our customers with valuable advice in their decision making processes for their professional hosted solutions.

### 4000th Customer!

The 4000th customer placed an order with SMS during March 2010 marking another milestone in the growth of the company.

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## SMS PRODUCTS

MS Exchange  
Zimbra Collaboration Suite  
SMS NexGen POP3

**Mobile Email**  
BlackBerry  
Windows Mobile  
iPhone

**Archiving**  
Exchange Archiving  
UltraVault  
Zimbra Archiving

**Add ons**  
SharePoint  
Dynamics CRM  
Web Hosting  
Cloud Hosting  
FutureSpam  
Domains  
Disclaimers for Exchange

**Messaging news**

## 2010 messaging issues—an Osterman Research survey

Osterman Research conducted a survey with messaging-oriented decision makers and influencers in January 2010 to determine their plans for 2010 with regard to budget, technology deployments, expenditure priorities and overall IT budget plans.

<http://www.istockphoto.com/stock-photo-13003615-cloud-computing-concept.php>

Generally, 50% of respondents expected their IT budgets to remain the approximately the same compared to 2009. But what are organisations spending their budgets on?

The survey showed that 39% of respondents place priority on deploying a new email platform in 2010. This is either an upgrade to the newest version of their current solution or the installation of another vendor's solution. 12% of respondents also put a priority on migrating some or all of their users to a SaaS-based email system.

High priority was also placed on deploying an archiving solution. Reasons varied from managing storage more effectively (38%) and managing e-discovery more effectively (35%) to managing regulatory compliance more effectively (35%). 8% of respondents also plan to migrate to hosted email archiving system. Interestingly enough only 39% of the respondents have currently deployed and email archiving system. We discussed the importance of email archiving in one of our white papers last year and it seems that many businesses recognise the importance of email archiving now. Have you also thought about deploying an archiving solution? For further information on our archiving solutions please give our sales team a call on +44 1925 818 448 or have a look at our website:

[http://www.simplymail solutions.com/ultra\\_vault.php](http://www.simplymail solutions.com/ultra_vault.php).

For the full research results please refer to the Osterman website: [http://www.ostermanresearch.com/freeresearch/or\\_or0210b.pdf](http://www.ostermanresearch.com/freeresearch/or_or0210b.pdf).

### BlackBerry

## BlackBerry Enterprise Server Express

In March 2010 Research in Motion has introduced the new server software BlackBerry Enterprise Express. Over the last few months we had numerous enquiries whether we will be offering this service as well as a less expensive option to the full BlackBerry Enterprise Server. So we spoke to our technical team and they cleared up a few things for us.



### Shared Server Environment

Firstly, from a feature point of view the full BlackBerry Enterprise Server and BES Express are providing very similar if not the same options. The main differences lie at the administrator end. The additional features on the full BES option have a great effect on performance, reliability and availability of the services. In our shared environment we depend on these features to be able to adhere to our SLAs even in times of high demand and also to ensure high levels of scalability with our constantly growing customer base. We are therefore unfortunately not in a position to offer BES Express in our shared hosted environment. However all users can take advantage of the full and advanced version of the BlackBerry Enterprise server solution that we are offering with our Exchange services.

### Dedicated Server Environment

On the other hand however we will be able to install BES Express for our customers who host their email with us on dedicated Exchange servers. For further information on this option please contact our sales team on +44 1925 818 448.

## Product News

### SMS CloudHosting

We have recently extended our product range and it now includes cloud servers. But what exactly is the cloud?

The term 'Cloud' is a metaphor for 'Internet'. It originated from the literal 'fluffy cloud' image when physically depicting the internet on IT architecture diagrams. Cloud computing therefore could simply be translated as 'Internet Computing' and has come to mean 'computing resources that are delivered over the internet as a service'. Using this logic, "Cloud Hosting" describes the 'Hosting' of these computing resources delivered via the internet - the physical infrastructure on which the internet services reside.

For us the definition of Cloud Hosting is simple. We consider that cloud hosting gives organisations access to 'a resilient, high availability 'infrastructure as a service' solution that offers selected IT outsourcing at lower cost than in-house' or quite simply IT economies and efficiencies of scale at an affordable price. We provide, manage and service the hosting infrastructure and you use it when you want and as often as you want – paying only for the services that you utilise/consume. Deploying a cloud server with SMS is easy. From our website you can simply select the CloudHosting basic server and you'll be up and running in minutes. CPU cores, hard disc space and memory can be modified individually at any time giving you the capacity as and when you need it. This flexibility allows you to quickly deploy new services and applications. You can also test and fine tune applications before they are released organisation wide. In addition, seasonal traffic spikes can be easily handled by changing your server requirements quickly. Generally benefits include:

- On demand capacity for traffic spikes and storage
- Rapid test & development environments
- Mirrored Disaster Recovery
- Access to latest technology
- hosted in SMS datacenter – secure, high reliability, diverse Internet connectivity
- On hand 24 x 7 support
- Economies of Scale
- Predictable Pricing

If you would like to have more information on a cloud hosted server solution from SMS please call our sales line on +44 1925 818448.



## Product News

### Microsoft Dynamics CRM

*continued from page 1...* Taking a closer look at the three business areas Dynamics CRM can help you with, the benefits become obvious quickly.

#### Sales

Microsoft Dynamics CRM business software gives sales professionals fast access to important customer data so they can spend more time with what they are good at: selling. And with the option to access data offline via Outlook or online using the web client or a wide range of pocket PC devices with Microsoft Windows Mobile software your users can work from anywhere making them office independent

#### Marketing

Provide marketing professionals with robust data cleansing and segmentation tools, leading campaign management features and insightful marketing analytics to increase the effectiveness of marketing programmes, improve efficiencies and better track key metrics. Microsoft Dynamics CRM business software lets you plan, develop and manage all your online and offline marketing campaigns in one place so you can target your customers effectively.

#### Customer Services

Deliver customer information, case management, service history and support knowledge directly to the desktops of customer service representatives and supervisors, giving

them the tools to deliver consistent, efficient service that enhances customer loyalty and profitability. Microsoft Dynamics CRM provides a comprehensive customer service solution that is familiar to users, completely customisable to your business process and scalable to meet enterprise demands

If you are worried about the set-up of your solution our consultancy services will help you to ensure that your CRM solution will be set-up in a way that will most benefit you. For further details on our hosted Dynamics CRM solution and consultancy packages please contact our sales team on +44 1925 818 448.

## Case Study

# Sports book portal betinternet.com decide on dedicated MS Exchange server

## Background

betinternet.com is a full-featured sports book portal, with fixed-odds betting available on all of the major global sports including Football, US Sports, Golf, Tennis, Motor Racing amongst others. Through this portal, customers can also access an instant, download and live dealer casino as well as a suite of fixed-odds games. The organisation approached SMS after they have decided to upgrade their in-house Exchange 2000 server and are currently hosting 60 users on a dedicated Exchange server with SMS.



[www.betinternet.com](http://www.betinternet.com)

## Why hosted Microsoft Exchange?

Having used Exchange before on an in-house solution betinternet.com decided quickly that they wanted to continue using MS Exchange. Main reasons for the decision to stay with MS Exchange were high end results and reliability on their previous in-house Exchange 2000 solution.

## Why SMS?

Commented Peter Godwin, Technical Services at betinternet.com: "Considering the amount of users we have, the cost of hosting the latest version of MS Exchange ourselves including hardware, software investments and maintenance were much higher than going with a third party provider like SMS."

Godwin added further: "After we had done a detailed research of possible providers SMS worked out to be the best solution all around."

## How is working with SMS and how did the installation go?

Godwin commented further: "The installation went a lot easier than we expected and the support from SMS was and still is second to none. All in all, SMS provide a very good package and if we were to setup again from scratch then SMS would be at the top of the list."

## Summary

By outsourcing their email solution betinternet.com can now – and will in the future — benefit from the latest Exchange version without the heavy investments of an in-house solution.

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