



For Immediate Release

Press Release

SMS Email Archive Hosting Released With Prices Slashed!

Essential business tool now feasible for every heavy email user.

Warrington, Tuesday September 16th, 2008. Simply Mail Solutions, leading email hosting company, has launched a very competitive archiving solution for users of its MS Exchange email service. SMS has recently signed up its 2000th customer and has over 100 servers installed to provide its range of services.

Archiving is not just about being able to find copies of email if a company is being sued!! It is about creating a central file of email that cannot be tampered with and where management and employees can easily find details of contracts, negotiations, quotes - in fact everything that email is used for nowadays.

Commented Colin Smith "We have launched an archiving product for MS Exchange that we hope is priced such that all our customers who rely heavily on email can benefit from. For only £9 per month per mailbox users can get a mailbox with archiving compared with competitors who are offering just mailboxes for £12 and archiving for a further £20! "

For more details of SMS see:

www.simplymailsolutions.com

ENDS

Background for Editors – taken from the latest SMS Newsletter:

The importance of email archiving

What is email archiving? – basically it is the provision of secure store for an organisations email which is separate from the users own mailboxes. It is not the same as a back up as that only ensures that the data in a users individual mailbox is not lost.

If you had to find a quotation or a draft contract issued a year ago would you be able to? Would you be able to check if an employee had made any special commitments to a customer? What if the employee has left in the meantime?

Does the relevant email still exist? How can you be sure that the employee has not deliberately or accidentally deleted the email? What if a new salesman is negotiating a contract a new contract with an existing customer? Clearly there is a danger with email that information is buried in files possibly on a number of computers and one use of archiving is to avoid this problem.

How did organisations used to store information?

Going back only ten years organisations had paper copies of all important contacts with their customers and suppliers. Typically there was a central store where copies were placed, filed for example by customer name. In larger organisations there were even staff specifically employed to file away all the paperwork generated. This however meant that anyone dealing with a particular customer could go to a file and find all correspondence by date order. Often different departments shared the same file system so that for example a service engineer could be aware not only of the service history of an account but whether there were any potential contracts being negotiated by the sales department. In those days people even had secretaries!!! However organisations have employed email with gusto and removed many of the inefficiencies inherent in the above system. However a central file clearly had advantages. [The author remembers with his first job being asked to deal with a matter by his manager, and then going some days later to the files and seeing his manager checking that customers file obviously to ensure that the matter had been dealt with properly!]

The SMS archiving solutions provide this essential business function – allowing information stored in emails to be retrieved, even many years after the event. And if you think about the typical organisation nowadays a very high proportion of company information will be in those files especially if you take into account the attachments as they will also be in the archive.

Compliance

In the above we have just given the business case for archiving of emails. However there may well be compelling other reasons. For the USA there are already many regulations that would force the archiving of emails – and these almost certainly apply if your organisations deals with US counterparts. Financial firms find the environment particularly stringent. In most jurisdictions email is now accepted as a form of written evidence, and the validity of that evidence is enhanced if it can be shown to have been stored in a properly run archive. If an organisation does get into a legal dispute – whether contractual or under employment law - the essential first step is to find the documented information and assess the case. A decision can then be made whether to negotiate straight away and save possible unnecessary costs and diversion of management effort. Having archiving in place gives confidence that ALL the relevant emails can be quickly located.

For more information contact Colin Smith, Managing Director

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