

Why Enterprise Email is Migrating to the Cloud

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In March 2008, Gartner Research declared that Enterprise Email Hosting was poised for explosive growth and that by 2012 enterprise email will have shifted to the cloud (SaaS cloud computing model), with a market share of 20%. We're at the midpoint mark now, but has this really come true, and what does it mean for the future?

In brief, enterprise email of the past was hosted within the secure walls of corporations. For those who aren't familiar with the technology, email is basically digital letters sent from one computer to another. Most people who have personal email are actually already using SaaS email hosting such as Gmail, Hotmail, or Yahoo! Mail. But enterprise email on the other hand, requires greater levels of security, customizability, and inevitably greater storage. That's why enterprises have typically preferred to keep their corporate emails running through their own data servers in order to gain greater control and in addition to lower cost.

However, with today's explosion in cloud computing technology, the ability to provide SaaS services to meet enterprise requirements is slowly becoming a reality. Previous generations of enterprise email hosting could only provide as much as 200Mb of storage, whereas today the standard begins at the basic level of 1Gb and easily scales upwards. And today, enterprise email hosted in the cloud is both fast and secure, backed by service level agreements guaranteeing companies the excellence expected from an enterprise-grade solution.

At CHT Global, we used to use our own email servers in house. At the time our sales director would literally receive hundreds of spam emails a day that would clutter up his inbox. In many ways, that caused a lot of problems, mainly because important business email transactions would get lost among the hundreds of spam each day. On top of that, there was an occasion when his work computer got infected by a virus that crippled his sales activities for an entire week.

That's a real story and I'm sure many of us have experienced similar frustrations with our corporate email system; whether they fail at filtering out the unwanted mail, or they fail at transmitting the mail that is actually important. We've also experienced other issues like dealing with the cost it takes to implement the physical servers and the level of maintenance that goes into managing an internal email server. The benefits just didn't outweigh the costs for a small to middle sized company like ours.

Thus, moving to the cloud made a lot of sense for all the above reasons, and it probably would for you too if your company is like ours. Enterprise email hosting is also starting to make a lot more sense for large corporations and multi-national corporations to move to the cloud too since hosted enterprise email is now becoming a cost-effective solution due to technological advancements as well as the important new offerings of email compliance, archiving, collaboration tools, and other value-added solutions.

This past January, CHT Global joined the ranks of enterprise email hosting providers because we saw there was such a need for a good email system for ourselves and we ended up wanting to share it with our customers as well. We relaunched Taiwan's HiBox Enterprise Email solution by HiNet here in America under the name Net2Mail, and really hope it can benefit others as much as it has for us. We've been very happy to find the spam filtering notifications rather than the plethora of spam emails we would have typically received, making our business run that much more efficiently and effectively.

Hosted enterprise email is actually quite big in Taiwan as HiBox currently powers over 10,000 enterprise customers; with the largest customer boasting over 30,000 employees. But how will things turn out here in America? It's hard to tell at the moment, but it's safe to say that cloud computing is really changing the way enterprises work, and hosted enterprise email isn't far behind. The pros and cons for hosted enterprise email are leveling out and slowly pointing to a move to the cloud.

ABOUT

CHT Global is the US subsidiary of the largest telecommunications company in Taiwan, Chunghwa Telecom Co., LTD. CHT Global was established in 2002 and serves the many multi-national corporations with data and voice service needs to and from Asia.

www.chtglobal.com

Net2Mail is CHT Global's premier enterprise email hosting solution armed with Symantec Anti-Virus Protection and IronPort Spam Filtering, as well as digital fax capabilities and other value-added services. www.net2mail.chtglobal.com