

NEWS RELEASE



ANALYST SURVEY OF GLOBAL ENTERPRISES HIGHLIGHTS DISCONNECT BETWEEN PERCEPTIONS AND REALITIES OF CLOUD EMAIL DEPLOYMENT

Report from MWD Advisors reveals that although licence cost reduction is a major factor in the decision to switch to cloud-based email, only 50% of organisations can report significant post-deployment savings. Furthermore, although 57% of organisations yet to deploy cloud-based email are primarily concerned about issues of availability and reliability, the reality is that integration with existing systems tops the list of deployment concerns for enterprises that have already made the switch.

*Horsham, UK – 15 SEPTEMBER 2011 – MWD Advisors (MWD) today released the findings of a new survey of global enterprises which set out to explore readiness for, perceptions of and experiences with cloud-based email. The web-based survey took place during July 2011, resulting in responses from 56 organisations around the world. The results are published in a report titled *Market Insight: Perceptions and reality: the truths of cloud email adoption*.*

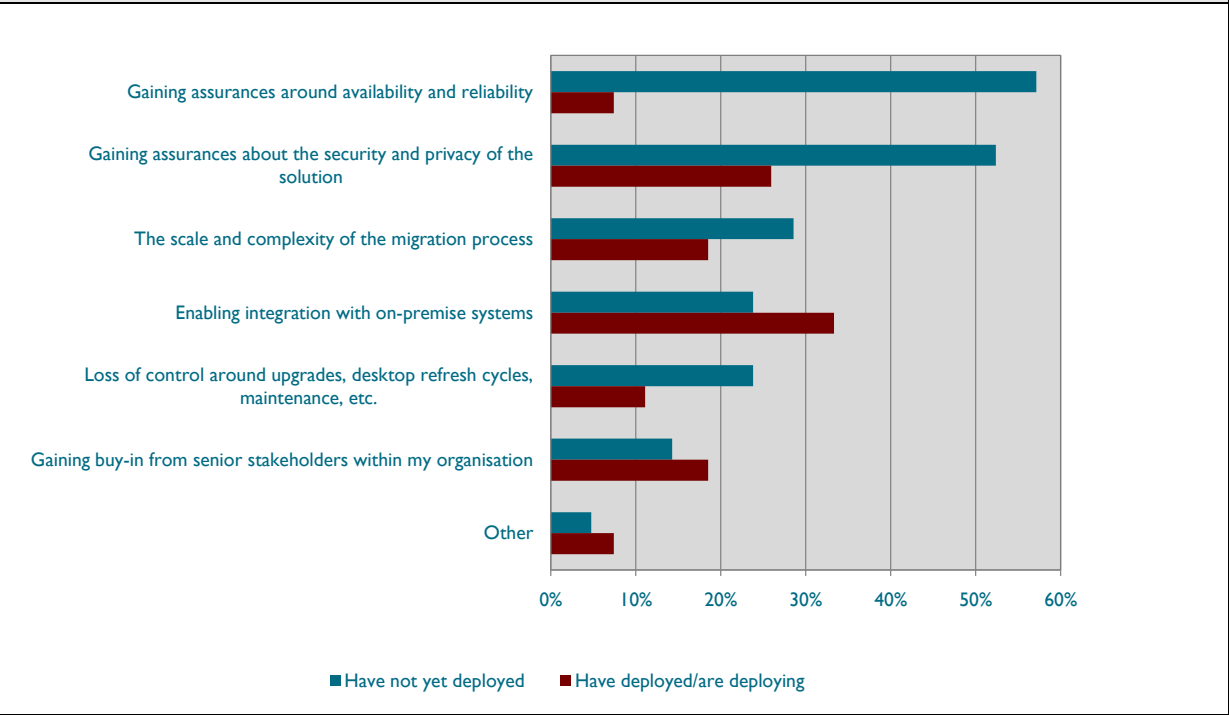
Driven by potential improvements in flexibility and reduced licence costs, many organisations have already made the move from on-premise email systems in favour of cloud-based email services. The results of the MWD survey reveal that the reality of deployment does not always meet with expectations however: although 69% of organisations reported that they have achieved significant improvements in flexibility and scalability, as well as gaining access to additional email or collaborative capabilities, only 50% of organisations reported that they had achieved reduced licence costs; 15% of respondents reported no cost reduction at all.

The survey also highlights a mis-match between the concerns organisations yet to deploy cloud email have with the reality of the issues that cause the greatest problems in practice. For those organisations that had not yet deployed cloud email, their primary concerns or deterrents relate to the availability and reliability of the service (57% of respondents) and gaining assurances around security and privacy (52%).

In contrast, among those respondents who had already deployed cloud email or were in the process of deploying, on-premise integration was the most significant issue that had arisen (cited by 33% of respondents), alongside security and compliance (26%). Availability and reliability was the least-cited issue for early adopters (7%). See Figure 1 overleaf for a full comparison of pre- and post-deployment concerns cited by the survey respondents.

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Figure 1: Comparing concerns versus actual issues which arise in cloud email deployments



Base: 48 respondents
 Source: MWD Advisors

“Cloud service outages do happen of course, and when they do they tend to hit the headlines. But that’s a potential red herring,” said Angela Ashenden, Principal Analyst and author of the survey and report. “Our survey tells us that organisations considering cloud email deployment should be more aware of the integration challenges with existing on-premise systems such as LDAP directories, or HR and CRM applications; this is something that’s backed up by the detailed case studies we’ve also done. Organisations must take these and other key risk areas highlighted in our report into account in order to avoid delays or disruptions to their cloud email initiatives, not to mention additional unexpected costs. We challenge cloud email vendors to address these concerns more openly and to acknowledge and provide more insight and guidance around deployment risks and best practices.”

About the report

The 15-page report includes a full analysis of the survey results, providing recommendations for potential users of cloud email services, as well as for the providers of such services.

“The report contains valuable data which will not only help organisations weigh up the potential of a switch from on-premise to cloud-based email systems and help validate the business case for it, but it will also ensure that organisations go into the process with their eyes wide open about the actual potential benefits and key risks,” said Ashenden.

The 15-page report can be purchased online and downloaded immediately via the MWD web shop for £150.

To view the report synopsis, key messages and a full table of contents please visit

<http://www.mwdadvisors.com/library/detail.php?id=391>

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About MWD Advisors

MWD Advisors is a specialist European IT advisory firm which provides practical, independent industry insights that show how leaders create tangible business improvements from IT investments. Founded in 2005 by two high profile UK-based industry analysts, MWD provides advice to enterprise IT organisations and suppliers of IT technologies and services to help senior decision makers make better business decisions, and to maximise the business value received from IT investments.

MWD's analysts bring over 60 years' experience working with senior IT decision makers worldwide from a range of industries including retail, financial services, oil and gas, travel and leisure, utilities, manufacturing, public sector, healthcare and telecoms. We use our significant industry experience, acknowledged expertise, and a flexible approach to advise businesses on IT architecture, integration, management, organisation and culture.

For further information please visit <http://www.mwdadvisors.com>.

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