

Easing the E-mail Burden During Burdensome Times

For the past decade or more, business people have faced a paradox regarding e-mail: it simultaneously makes their jobs easier and more difficult. In a globalized economy where rapid communication is an essential competitive element, e-mail has become the preferred method for communications and interchange of data driving exponential e-mail growth. Companies trying to control that growth through file size limitations, mailbox size limitations and other means such as e-mail archiving may be replacing one problem with another. Users may choose to send digital content outside of the company network, which could increase security threats or threaten regulatory compliance. E-mail archiving solutions can be costly to implement and manage, only offsetting the costs of storage with other expenses related to acquiring e-mail archiving software and the overhead needed to manage it.

The solution to e-mail growth doesn't have to be complicated. Leveraging advanced and proven digital content delivery solutions can provide a simple and productive means for IT to keep e-mail growth in check, data secure and users happy and productive.



The Burdens of Depending on E-mail

In this white paper, you will learn how IT professionals are combating the e-mail deluge with solutions that meet their business requirements, are cost-effective, deploy easily and are easy to manage. Information on ways to reduce storage and IT management costs by offloading attachments is supplemented with methods to ensure data security and regulatory compliance with complete control and auditability. The solutions discussed ultimately help both users and companies gain efficiency, speed, and control while reducing costs.

The IT Challenge: E-mail Overload

E-Mail Volume Is Increasing

In the United States alone, 147 million people use e-mail nearly every day, and the average corporate user can expect to receive about 156 messages a day. By 2012, that burden is anticipated to increase by a third, to 233 a day.¹ For even a small company, this can translate into millions of e-mails a year to manage, store, redirect and answer.

The expenses involved in dealing with e-mail have become enormous. Researchers predict that businesses worldwide will spend more than \$17 billion on e-mail software over the next four years as the total number of users approaches two billion.²

Complicating these barriers is the fact that e-mail attachments have become larger and much more complex in recent years, with increased demand for the exchange of video, audio, software, graphics and comprehensive written documents. As the size of these attachments soars, so does the need for bandwidth to transmit them, and storage to retain them.

Security and Compliance Creates Complexity

Additionally, companies face security and compliance requirements that add to the e-mail burden. The expansion of regulations regarding everything from product recalls to lawsuits to accounting practices requires that IT departments keep all e-mail messages available for subsequent retrieval—often within minutes or hours. In addition to ensuring data security, companies need to ensure they can create and enforce security controls while providing a complete audit trail in case of an investigation.

E-Mail Management Consumes 43% of It Support Costs

It's the management of e-mail storage that generates the greatest costs. Estimates are that administration tasks, such as backups and restoration of deleted messages, consume as much as 43 percent of IT support costs. Moreover, IT departments must defend both active and stored e-mail messages from interception and other intrusions by hackers; from accidental loss of data; and from all sorts of viruses, worms and spam attacks. On top of these issues, consider the costs of additional servers, software, networking services and IT staff to manage the growing e-mail volumes and the full weight of the burden becomes apparent.

E-Mail Is Wreaking Havoc and Storage Is Not the Answer

In short, the explosion in the use of e-mail and the increased digital content in attachments are inflicting havoc on IT systems. Executives must confront not only a growing amount of e-mail but also ever larger e-mail attachments as clients, partners and colleagues seek to speed their business processes.

This increasing volume of digital data puts a strain on IT infrastructure, often leading IT managers to purchase additional storage or other solutions, such as e-mail archiving, to help reduce the overhead and management costs needed to keep up.

The answer to these problems does not come from creating more storage capacity—that just adds costs for hardware, personnel to manage the systems and power to run them.

Increasing bandwidth correspondingly increases costs, as well. Archived e-mails can be removed from the system and stored on disks or in off-site locations, but managing and retrieving those e-mails can be slow, difficult, uncertain and costly.

The Consequences of the Economy

During a severe economic downturn, moreover, businesses of all sizes cut back on staff, with many major corporations dismissing tens of thousands of employees. But they don't cut back on communications with customers, suppliers and internal resources.

This means both that the work burden on remaining employees is likely to grow and that the company will need to rely more than ever on highly efficient technology to exchange information with customers and other stakeholders. Especially in difficult economic times, when any excess cost in the organization can translate to lost jobs or rejected projects, businesses must seek out methods to slash the cost of e-mail processing and management, even while relying more on electronic communication.

The Challenge

- Companies need a method to deliver and receive the largest of electronic files rapidly, easily and securely, without burdening their desktops or servers.
- They need to find ways to do more with less—to handle increasing volumes of messages and associated documents and still reduce their IT costs.
- They need to be certain that all digital documents remain secure during and after transmission so that they protect the privacy of their customers and the properties that produce their competitive advantage.

The Solution: Information without Limitation

YouSendIt Holds E-mail Growth in Check

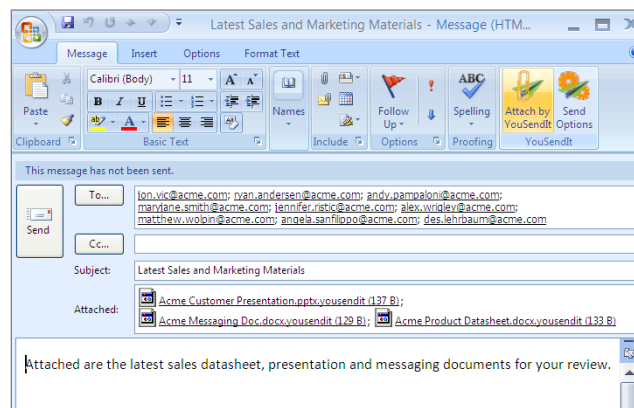
Tens of thousands of businesses worldwide have found a way to meet these needs and surmount the e-mail burden by building their file delivery processes around YouSendIt, a Web-based solution that removes barriers for e-mail users and IT staff.

Reduce Storage and IT Management Costs by Offloading Attachments

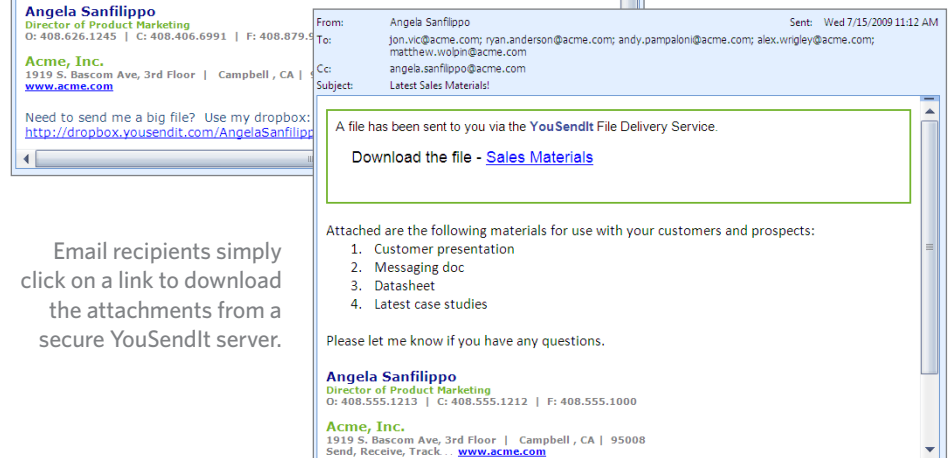
For companies, YouSendIt clearly cuts storage and overhead costs immediately and dramatically, rendering e-mail attachments obsolete. Instead of attaching files to e-mails, YouSendIt users offload them to YouSendIt servers, which simply transmit a lightweight e-mail message to the recipient. Attachments, therefore, do not end up on the servers of either the sender or receiver. The digital files reside "in the cloud" where they can be downloaded at anytime from anywhere. So YouSendIt subscribers no longer need extra in-house storage and staff to manage e-mail attachments.

Very large files can be transmitted as easily as an e-mail message, freeing business people to take full advantage of cost-saving technology for exchange of all their electronic information.

INTEGRATED OUTLOOK PLUG-IN PROVIDES A SEAMLESS USER EXPERIENCE



End users can quickly and easily attach documents within Microsoft Outlook.



Email recipients simply click on a link to download the attachments from a secure YouSendIt server.

Corporate Suite enables the administrator to:

- Ensure strict access control at all service levels, from initial login and file transfer to file storage, data storage and encryption.
- View every file sent, delivered, and downloaded.
- Authenticate senders and recipients using valid e-mail addresses and passwords.
- Generate individual send and receive receipts each time a file is sent, ensuring the auditability of every file transfer.

As a result, a company's files are magnitudes more secure on YouSendIt's servers than in the IT system of the business itself.

AUTOMATICALLY CONFIGURE OUTLOOK SETTINGS

Administrators can configure all attachments to be sent via YouSendIt or file bigger than a certain size.

Ensure Security and Compliance

Beyond using the Internet's most secure transmission protocols and maintaining highly protected servers, YouSendIt offers senders a number of options that enable them to verify that files have been received by the intended individuals and only those individuals.

- YouSendIt technology can notify senders regarding who has downloaded their YouSendIt delivery and when they did so.
- Files can be sent with password protection, so they can only be opened at the receiving end by a trusted individual who previously has received the password, averting any worry over misdirection or interception.
- A delivery receipt can be generated automatically to further verify delivery information.
- YouSendIt's service is HIPAA compliant, ensuring secure, legal transfer of even the most sensitive information.

In addition, YouSendIt offers administrators the control they need to define, manage and report on user roles and activity. With detailed tracking and reports, administrators can enable stringent tracking and audit trails in the event of an order relating to legal discovery.

Doing More with Less—Without Compromise

Business processes are accelerated with YouSendIt because customers can receive files immediately; proof, revise or comment on them; and send them back just minutes later, cutting days off approval times and, as a result, reducing the deadline burden on everyone in the process.

Furthermore, with YouSendIt, IT personnel are freed up to work on more strategic projects. Rather than spending large portions of their time managing e-mails and attachments, expanding storage systems, and constantly trying to relieve clogged e-mail systems, they can devote their skills to innovating and broadening the company's capabilities.

Why Users Love YouSendIt

Simple to deploy with no training required, YouSendIt is extraordinarily easy to adopt, with intuitive functionality and one-click access. It's as simple to use as e-mail, and it can be scaled instantaneously and globally, providing:

- Freedom from file size and mailbox limitations:** For individuals in companies or home offices, **file size no longer becomes an issue.** Graphic designers can send their illustrations directly from their computer's Photoshop application via YouSendIt. Music and video producers can exchange tracks and clips within minutes. Software developers and authors can deliver hundreds of pages of data and text in seconds. They don't have to waste time transferring files to other media, packaging them in envelopes or boxes and transporting them to a courier box for pickup.
- Advanced e-mail tracking:** With YouSendIt's notification features, **individuals know that their files have reached their intended destination** without worrying about e-mail bounce-backs resulting from the receiver's system refusing to accept large attachments. Every file gets through and the sender knows exactly when it was received.
- Ease of use and ease of access:** Making life even easier for professionals, **YouSendIt is one of the world's easiest technology applications to access. Files can be delivered through the YouSendIt Web site at www.yousendit.com or even more quickly through YouSendIt Express, a downloadable desktop application that doesn't even require opening a browser.** Faster yet is sending files via YouSendIt plug-ins that add a button to applications like Microsoft Outlook or Adobe Photoshop and become part of those applications' integrated functions.
- Advanced delivery options: YouSendIt further relieves the e-mail burden by providing drop box features.** YouSendIt allows a business person to send a file and to include a link to his or her own YouSendIt Dropbox in the signature line of the e-mail message. The recipient can make revisions and send the document—as well as other supporting documents—back to the original sender by simply clicking the link and leaving the files in his or her Dropbox.
- Customized branding:** In addition, an organization can add its own branding to the Dropbox. Organization's can go even further with YouSendIt's SiteDrop service, which acts like Dropbox but is embeddable on the organization's own Web site. In all instances, the customer's e-mail burden is reduced as a result.





Case Study: YouSendIt, Your Server's Best Friend

Access Canada, a software vendor for banking and financial institutions, needed to enable the exchange of tremendous amounts of documentation with its customers including Word documents, Excel files, PDFs, Microsoft Visio diagrams, project-management files and information extracted from various databases.

The company sought a way to reduce the size of the e-mails it had been sending and receiving to cut the cost and unwieldiness of storage and bandwidth space that was required.

Additionally, Access Canada wanted to do away with FTP sites and the accompanying password administration, which proved to be an unstable way for clients trying to upload data and address the potential security risks associated with using FTP.

Access Canada deployed the YouSendIt Corporate Suite edition throughout its organization and reported:

- The company is saving more than 1 GB of server storage space each month, since the servers are no longer burdened with huge e-mail attachments—all of that information is instead sent through YouSendIt.
- Problems with FTP access have been eliminated, replaced by YouSendIt's SiteDrop, which allows customers to go to Access Canada's Web site, upload a file and send the required data easily and effectively with no worries about security.
- Access Canada's file transmission process is more secure with YouSendIt than it was using FTP, due to password protection and file encryption capabilities available through YouSendIt's service.
- Using the YouSendIt Outlook Plug-in enables users to send files via YouSendIt right from their mailbox, without having to navigate to another window or Web site, or even change their normal sending behavior.
- The IT department can more safely ensure the security of information transfer after deploying YouSendIt's Corporate Suite, which features centralized administrative controls.
- Collaboration among team members has become easier because they no longer worry about password errors or password resets associated with the FTP system.

Conclusion: A simple solution for burdensome times

These times are burdensome enough without businesses being compelled to deal with mounting e-mail volumes; attachments too large to be accepted by recipients' servers; complex technology work-arounds; and soaring costs for e-mail hardware, storage and maintenance.

By making the delivery of electronic files quick, easy and secure, YouSendIt transforms burdens into blessings.

For more information about YouSendIt

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