

Exchange Server 2010



Microsoft
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In a time when your customers need communication tools that are as cost-effective and flexible as possible, Microsoft Exchange Server 2010 enables you to deliver the new features they need to simplify administration, protect communications, and delight users with greater mobility and anywhere access.

Exchange Server 2010, the cornerstone of Microsoft's unified communications solution, is the clear choice for organisations who demand rich and productive collaboration. This latest release can help them improve business outcomes while controlling the costs of deployment, administration, and compliance.

It delivers the widest range of deployment options, a full-featured user experience across the desktop, browser, and mobile device, and integrated information protection and control capabilities that combine to form the best messaging and collaboration solution available.

What's new in Exchange Server 2010?

Exchange Server 2010 is a flexible and reliable messaging platform that boasts new features and functionality such as:

- **Direct Access** – Provides secure, seamless access to files and applications from any location without a VPN; saving money on support. Direct Access is also much quicker and easier to use; making mobile working and collaboration much more effective.
- **Continuous availability** – Exchange Server 2010 offers a simplified approach to high availability and disaster recovery to help customers achieve new levels of reliability and business continuity. Features such as up to 16 Exchange-managed replicas of each mailbox database help to maintain availability and allow for extremely fast recovery.
- **Archiving and retention** – Delivering new, integrated email archiving functionality that can help address compliance and discovery issues, Exchange Server 2010 reduces costs and dependency on 3rd parties, and lessens the burden of addressing security and compliance.
- **Simplified administration** – New self-service capabilities enable users to perform common tasks, such as updating contact information and tracking emails without having to call the help desk.
- **Manage inbox overload** – Exchange Server 2010 provides every user with access to all of their communications from a single location, and enables them to easily organise and prioritise the content of their inboxes.
- **Enhanced voice mail** – Allowing users to receive voice mail messages in their inboxes, and manage them just as they do email, enhanced voice mail enables customers to benefit from cost-savings of a voice mail system replacement and consolidation.
- **Information protection and control** – Exchange Server 2010 expands information protection and control support, so it's simple to encrypt, moderate and block sensitive or inappropriate emails based on specific sender, receiver and keyword attributes.



Expand your Sales

Exchange Server 2010 is at the core of the Microsoft solution, allowing you to expand every sale of this key product by adding a variety of other Microsoft offerings:

- **Office Communications Server/Office 2010/SharePoint 2010**

Exchange Server 2010 is the first product to be introduced as part of the next wave of Microsoft Office-related products. The next wave, which includes Microsoft Office 2010 and Microsoft SharePoint Server 2010, is designed to give people a consistent experience across devices, making it easier to create and edit documents and collaborate from any location. New integrated support for instant messaging means users can choose to connect Outlook Web App to Microsoft Office Communications Server, and see the Presence indications of others and quickly decide whether to use email or IM.

- **Office Communications Server**

Together with Exchange Server 2010 this product enables you to offer end-to-end unified communications. Customers can use these two products to consolidate their messaging, voicemail and telephony systems into an integrated platform delivering huge employee productivity and cost benefits.

- **Windows Server 2008 R2**

Used together, Exchange Server 2010 and Windows Server 2008 R2 form the foundation for a dynamic, scalable messaging system with exceptional workload uptime and enhanced security.

▪ Opportunity Spotter

▪ Regardless of what type of partner you are Exchange Server 2010 can open up huge new sales opportunities and revenue streams. Here are just a few to get you started:

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- **Exchange 2003 customers**
 - Approximately 50% of Exchange customers are still using 2003. With support ended in April 2009 there is a tremendous opportunity to upgrade these users, and help them to lower TCO, increase availability and improve disaster recovery features with Exchange Server 2010.
- **Customers investigating mail storage options**
 - For customers interested in new and cheaper ways to store data, Exchange Server 2010 provides a way to move to low-cost, desktop-class Direct Attached Storage (DAS) without compromising on reliability or performance.
- **Customers paying for separate 3rd party tools**
 - With a variety of built-in capabilities including email encryption, malware and spam protection, data replication, mobile email and more; Exchange Server 2010 enables customers to reduce administration efforts and the cost of paying for tools from multiple vendors.
- **Customers looking toward a future of unified communications**
 - Exchange Server 2010 is the cornerstone of Microsoft's unified communications solution; enabling rich and productive collaboration among users, while controlling deployment costs, administration and compliance.
- **Customers lacking an email archiving solution**

For many businesses, archiving is critical. Help those customers who are not implementing adequate email archiving and retention to meet legal, governmental and industry regulations and requirements.

The Technology

Exchange Server 2010 makes the most of a number of advanced technologies, which customers will be keen to hear more about:

- **Voicemail with unified messaging** – Exchange Server 2010 offers users single inbox access to voice mail and email, while allowing IT to manage both systems from a single platform.
- **Mailbox resiliency** – Exchange Server 2010 includes a new, unified solution for high availability, disaster recovery, and backup with fast, automatic, database-level recovery from database, server, and network failures.
- **Mobility** – Give mobile users full-featured business messaging with Exchange ActiveSync, included with Exchange Server 2010. Mobile users can access a universal inbox with email, voice mail, rights-protected messages, and instant message conversations.
- **Outlook Web App** – Users can be more efficient and productive across platforms and locations with Exchange Server 2010 and Outlook Web App. They can access email, voice mail, instant messaging, SMS text messages, and more, wherever they are.
- **Management Tools** – Exchange Server 2010 helps reduce the cost of managing email infrastructure. Role-based access control enables administrators to delegate permissions to responsible users based on the on the Exchange tasks a user needs to perform.

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