IBM

IBM Express E-Mail Recovery Solution

Highlights

- **Helps reduce IT costs by eliminating expenses associated with redundant systems and support**

- **Provides rapid backup and recovery in the event of an e-mail outage**

- **Alerts employees in as fast as 60 seconds when backup system is engaged**

- **Easy process to re-sync your mail service after you restore your primary e-mail system**

- **Helps ensure communications and transaction capabilities**

Understanding that reliable e-mail is critical to your success

Today, corporate e-mail is a mission-critical application – it drives the productivity of your employees and enables you to communicate with your customers, prospects and partners. Many companies that understand the critical role that e-mail plays in today's environment plan extensively to prevent outages; yet even under the best conditions, these systems are vulnerable to natural, human-made, physical or logical disasters. Also, when your e-mail goes down, employee productivity slows significantly. Your revenue may be impacted by the inability to process e-mail-based transactions. Your reputation and brand identity can suffer.

Small and mid-size businesses understand that the stakes are high when it comes to their e-mail systems. Yet, when choosing to invest in e-mail continuity and recovery solutions, they have typically faced a tough decision:

Choose a fully redundant, hot failover system that provides short recovery times but is costly and rarely used; or, choose a tape archive system that is inexpensive but is slow to respond when it is needed the most.

Helping to reduce e-mail recovery costs for small and mid-size businesses

IBM offers an optimal third choice – a solution that is designed to provide rapid continuity and recovery at a cost that is in line with the needs of today's small and mid-size businesses. Designed to protect your e-mail capabilities around-the-clock, the IBM Express E-Mail Recovery Solution provides continuity and recovery services to help ensure that your employees and customers can continue to communicate and transact in the event of a disruption to your primary e-mail system. Part of the IBM Express Portfolio suite of offerings, the IBM Express E-Mail Recovery Solution, can be tailored to your needs – it's easy to use, requires few IT resources, can be scaled to support growth and is affordably priced at pennies per user, per day.

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BUILT FOR MID-SIZED BUSINESS.

The IBM Express E-Mail Recovery Solution is designed to provide transparent failover to a Web-based e-mail system hosted in an IBM facility. When activated, the solution notifies employees of the change via mobile devices and alternative e-mail accounts. After the disruption is over, it automatically performs a restoration of your primary system as required. You can gain a feeling of confidence that your e-mail system will remain available during almost any disruption to your primary system.

Responding rapidly in the event of an outage
An e-mail disruption can come from many sources, each with its own characteristics. A loss of power, for example, can trigger a sudden and total outage, while worm and virus activity can cause intermittent disruptions that may go undetected. Regardless of the cause of the disruption, you need a backup solution that constantly monitors your primary e-mail system and activates quickly according to business rules that you set.

The IBM Express E-Mail Recovery Solution is designed to provide a rapid, transparent failover from the primary system in as fast as 60 seconds. This rapid response helps ensure that communications continue uninterrupted and that business-critical e-mails are not lost – your customers likely won't even be aware that there is a problem. The transparent failover to a managed solution helps give your IT staff the time and resources to focus on resolving the initial problem that caused the outage, rather than scrambling to get e-mail back online.

Central to the solution's ability to respond rapidly is the included synchronisation software. Installed on any local area network (LAN)-attached Microsoft® Windows® PC or server at your site, the software application synchronises with your primary messaging system – learning and monitoring the directories for each e-mail account. The software replicates the Global Address List (GAL), personal address books and read-only calendars, and sends them to a security-rich IBM hosting facility via a 128-bit encrypted data connection. IBM Synch Manager also enables you to set your e-mail notification and alert preferences.

In the event of an outage that renders your primary system unavailable, the Express E-Mail Recovery Solution automatically and transparently begins transferring incoming e-mails to the IBM facility using your secondary e-mail exchange. Since many outages are temporary, the system queues incoming mail and monitors the state of the primary system. If the outage scenario meets the client's established activation criteria, the system is then activated and queued e-mail is directed to the IBM Express E-Mail Recovery Solution system. By avoiding false alarms and only springing into action when criteria are met, the IBM solution is designed to act as a constant guardian without being intrusive or requiring active management.

Getting the word out to your employees – promptly
When the backup e-mail system is engaged, your employees need to know – fast. The IBM Express E-Mail Recovery Solution features a notification system that can send alerts and messages to employees, alerting them to use the backup system, through a variety of channels:

- *Cell phones, using short messaging service*
- *Pagers*
- *Personal digital assistants (PDAs) and BlackBerry devices*
- *Alternate e-mail accounts, such as Yahoo! and G-mail.*

Once the solution is activated, employees are directed to a security-rich Web site hosted by IBM that acts as their personal inbox for the duration of the disruption. From there, your employees can access their entire corporate e-mail account – including address lists and folders, and all inbound e-mail since the disruption of your primary e-mail system.

Built on a Linux® platform and leveraging additional security-rich, open source technologies, the IBM Express E-Mail Recovery Solution is designed to be highly resistant to zero day viruses and poison pills – which can incapacitate the typical company messaging infrastructure. The solution supports Microsoft Exchange, IBM Lotus Notes software and Novell Groupwise messaging platforms.

By moving your e-mail system to a security-rich, off-site facility and making it accessible from virtually any browser, you'll gain the flexibility to establish temporary office locations, allow employees to work from home or on the road, and even utilise office support services, such as airport kiosks and Internet cafés – helping to keep the lines of communication open. For companies in disaster prone areas, the solution can help you keep your business running, even if your facilities are inaccessible for long periods.

Restoring the order

Once a disruption has been resolved, the solution is designed to provide restoration of the primary system using IBM Recovery Manager software. The software automatically exports messages from the IBM Express E-Mail Recovery Solution system to the primary messaging system in their native file formats – without any IT support required. The software also provides logs of all traffic during the disruption for use in regulatory compliance efforts. When you're ready to reactivate the primary

system, the solution then sends another notification to employees telling them to resume using their e-mail clients.

The solution actively, yet unobtrusively, monitors and archives your e-mail system so that if you lose everything – for instance, if you have to rebuild servers and start from scratch – you can recover your e-mails quickly while still having an active system in place.

Helping to ensure uninterrupted communications and transactions

The traditional approach to achieving high availability and avoiding e-mail disruption has been to spend a significant amount of time, money and expertise on redundant systems that have to be deployed, managed and tested. The IBM Express E-Mail Recovery Solution is different because it helps give you improvements in availability, notification and recovery options at a fraction of the cost. Like all IBM Express Portfolio offerings, the IBM Express E-Mail Recovery Solution is scalable; it is offered on a

per-mailbox, annual basis – allowing the solution to easily adjust to your changing needs. At just pennies per mailbox, per day, this managed services offering can help you better focus your IT resources while integrating easily with your broader business continuity plans.

The IBM Express E-Mail Recovery Solution typically takes less than a day of your e-mail administrator's time to set up and requires little administration once your preferences and activation alerts are established. And the system can be tested at any time.

E-mail has become the primary internal and external communication tool. You can't afford to have a disruption that could potentially impact your productivity, profitability and brand. The IBM Express E-Mail Recovery Solution provides a hot failover and notification solution that supports your On Demand Business approach to customer service and productivity.

Why IBM?

IBM is a recognised leader in continuity and recovery solutions – businesses of all sizes worldwide trust our solutions to keep them up and running. Our deep expertise in business consulting, hosting, data security and data management enable us to offer solutions that are easy to use, easy to manage and can adjust to your changing business needs. IBM's ability to deliver enterprise capabilities at pricing appropriate for small and mid-size business clients helps set us apart.

For more information

To learn more about IBM Express E-Mail Recovery Solution, contact your IBM sales representative (or IBM Business Partner if applicable), or visit:

ibm.com/businesscenter/smb/us/en/expressbridge

To learn more about IBM Global Services visit:

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