

## Outsource Email and Recognize Significant Savings

Email is the most critical communication tool for businesses today. Typically, a business employee allocates over two hours of the workday to writing and responding to email messages. Clearly, a reliable email system is essential to a business. Partnering with Everyone.net can save your business approximately **\$20,800** in upfront capital, and save your business **\$9,000** per month in recurring operating costs.

### Total Cost of Ownership: In-house versus Outsourcing

At Everyone.net, we understand that your email is an important part of your business. Email is a critical business tool for our company as well. With over seven years of experience successfully running an email hosting business, we have developed a technology infrastructure that is fault-tolerant, highly available, infinitely scalable, and secure. Over the years, we have also invested significant research and development efforts into creating a technology platform that is cost effective. We pass along the cost savings and economies of scale gains to our clients by offering competitive pricing for our carrier-grade email and messaging services.

In 2004, The Radicati Group estimated that a corporate email user sends and receives 84 messages per day. This estimate is expected to grow to 110 messages per day by 2008.

In 2003, Nucleus Research estimated that on average an IT employee spent 4.5 hours per week dealing with spam.

In-House Email System for 50 users		Everyone.net Business Mail for 50 users	
Freeware Email Software	\$0	Email Software	Included
Freeware Server Operating System	\$0	Server Software	Included
Anti-Spam Software	\$1,200	Anti-spam Software	Included
Server Hardware	\$1,500	Server Hardware	Included
Disk Storage Hardware	\$5,000	Disk Storage Hardware	Included
Networking Equipment	\$5,000	Networking Hardware	Included
Power Failure Protection HW	\$8,000	Power Failure Protection HW	Included
<b>Total Up-front Capital</b>	<b>\$20,800</b>	<b>Total Up-front Capital</b>	<b>\$0</b>
Recurring Monthly Operations Costs:		Recurring Monthly Operations Costs:	
System Administrator	\$8,333	System Administrator	Included
Overtime and On-call Pay	\$+	24x7 Monitoring & Customer Care	Included
Leased Network Circuit	\$120	Leased Network Circuit	Included
Maintenance & Support (AS/AV)	\$400	Maintenance & Support	Included
Office Lease, HVAC, Power	\$250	Collocation Lease, HVAC, Power	Included
Security (electronic & physical)	\$++	Security (electronic & physical)	Included
Part-time DBA Consultant	\$1,200	Data Management Specialist	Included
<b>Total Monthly OPEX</b>	<b>\$10,303</b>	<b>Monthly Hosting Cost</b>	<b>\$199.90</b>
<b>Monthly OPEX Cost per Email Account</b>	<b>\$206.07</b>	<b>Monthly OPEX Cost per Email Account</b>	<b>\$ 3.99</b>

\*See TCO Assumptions below for complete detail on the figures above.

As illustrated in the table above, a business would gain significant cost savings in CAPEX and OPEX expenditures. There are also significant performance gains for a business to outsource email hosting to Everyone.net, whose specialty is running email for businesses.

Aside from the cost savings, Everyone.net provides your business with these services:

- Surveillance monitoring to keep your email running 24 hours per day, 7 days per week.
- 24x7 telephone customer support help desk.
- Your email system will be managed by experts who are dedicated to defeating unwanted email (spam), viruses, phishing, and directory harvest attacks.
- Everyone.net's email platform is improving continuously to keep up with the latest technological advances in storage, transaction processing, data management, and security best practices.

For more information on a total cost of ownership comparison and an assessment of your savings, please visit [www.everyone.net](http://www.everyone.net) or contact us today at 1-877-24 EMAIL.

\* TCO Assumptions:

1. A fully loaded salary for a systems administrator is \$100,000 annually.
2. Leased network circuit can vary in price from as low as a business cable modem service or as high as a T1 circuit.
3. Overtime pay and on-call premiums are not considered here, but typically are part of the cost considerations when IT Operations budget planning is done.
4. Security, spam, virus, and physical security resources should also be considered, although not included here.



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