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# Hosted BlackBerry Enterprises Email Service (BES)

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The “Goldilocks” Solution for  
Small and Medium Businesses

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# Hosted Enterprise-class BlackBerry Email

## The “Goldilocks” Solution for SMBs: “It’s just right!”

Today, email is a business-critical application. Organizations of all sizes demand 100% email uptime, combined with “anytime, anywhere” access. The ubiquity of mobile email devices and services helps achieve this level of availability, with BlackBerry serving as the standard for enterprise mobile email and corporate data access.

A study by Ipsos Reid<sup>1</sup> found that end-users average one hour per day of gained productivity by using BlackBerry technology. Additionally, the report found that the increased yearly workflow afforded by BlackBerry solutions has been estimated at \$33,000 per BlackBerry user. For example, for people whose daily work requires communication with others, the use of a BlackBerry enables those activities to happen more quickly—which can lead to faster revenue realization.

But small and medium-sized companies are often left feeling like Goldilocks in the Three Bears’ house—solutions are either too small or too big for their needs. Companies that arm their staff with BlackBerry devices and services via the “too small” solution lose a great deal of the functionality afforded by wireless email. Companies that adopt the “too large” solution, to ensure enterprise capabilities, pay significant (and unnecessary) upfront capital costs—as well as ongoing maintenance and subscription fees.

This paper details the various options available to small and medium businesses (SMBs) for BlackBerry service, and introduces the MailStreet hosted solution—the “just right” solution that gives SMBs the same level of service as a Fortune 1000 company, but at a fraction of the cost.

### Option 1: BlackBerry Internet Service (BIS): “This one is too small”

BIS enables BlackBerry users to access Web and POP3/IMAP email through their wireless carrier’s data plan. For this solution, the BlackBerry server sits outside the organization, so the SMB has no investment in additional hardware, software, or maintenance.

BIS tends to work best for individuals (who work as independent contractors, etc.) with a hosted Webmail account (Yahoo!, Google, etc.) as their primary email service. The cost of this service—and the reduced functionality—begins to impact organizations when they have more than two end-users. BIS does not provide for shared calendars or contacts, and there is a delay in receiving email because BIS does not employ “push” technology. Lack of push also means that the device must be periodically connected to the desktop to update calendars and contacts. Finally, this service does not include higher-level security features, such as Data Encryption Standard (DES) and Advanced Encryption Standard (AES).

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<sup>1</sup> Analyzing the Return on Investment of a BlackBerry Deployment , 2007 Ipsos Reid

## Option 2: BlackBerry Enterprise Server (BES): “This one is too big”

BES is an expensive solution designed for large organizations that need to push the functionality of their office email and communication tools to multiple mobile users.

BES connects to messaging and collaboration software on the enterprise network and synchronizes email and Personal Information Management (PIM) between the desktop and the device, creating a seamless environment for email, calendaring, and collaboration. Whether at the office or on the road, users have access to the same functionality—tasks completed in one environment are recorded and accessible in the other.

BES was designed to meet the needs of a distributed—but well-connected—workforce, such as a sales team for a Fortune 1000 company. With BES, sales executives can email coworkers, check team calendars to schedule meetings, and assign tasks to one another—wirelessly—through the email server.

The cost benefit of this solution is typically realized in an environment of 250+ users, making it a “too big” solution for many SMBs.

## Option 3: MailStreet Hosted BlackBerry Enterprise Server: “This one is just right!”

MailStreet hosted BlackBerry Enterprise Server (BES) brings the benefits of an Enterprise server into a price range for small and medium businesses. The lower price point is made possible because there is no need to buy and manage an Exchange or BlackBerry server and software in-house.

“When it comes to the way we communicate, our 7-person company can now compete with the largest players in our industry—at a fraction of the cost. Making smart decisions is the key to success, and this ranks as one of our best,” says Damon Smith, President of BigEye Direct, user of MailStreet hosted Exchange, BES, and VoIP (<http://www.bigeyedirect.com>).

With a hosted solution, the service provider is responsible for both the acquisition of the hardware and software and all necessary updates. By handing off system management to a third party, companies no longer have the headaches of managing the system—yet they still maintain complete control over their account.

A hosted solution provides the ultimate in scalability. End-user accounts can be set up or deleted within minutes, making it incredibly easy to bring new employees on board or ensure that departing employees do not continue to use company accounts. A hosted solution also enables features to be turned on or off at any time.

With hosted BES, a sales force for a 25 person company can enjoy the same functionality as a Fortune 1000 sales force—at a fraction of the cost. In a typical scenario, it costs more than \$5,000 to deploy a BlackBerry Enterprise Server and software, plus annual licensing fees. With MailStreet BlackBerry service, in conjunction with an MailStreet hosted Exchange email account you can realize significant cost savings..

With hosted BES, end-users enjoy the following key features—just like having an in-house system:

- **Push technology:** Emails arrive on the wireless device at the same time they arrive on the desktop
- **Long battery life:** Push technology uses less battery power than “pulling” messages from the server at given intervals
- **Wireless synchronization of email, calendar, tasks, and contacts:** You never need to link your device to your office computer—synchronization happens wirelessly, instantly

Other features include:

- Wireless activation and provisioning
- Wireless email settings
- Remote address look-up
- Remote free/busy lookup
- Attachment viewing and editing
- Global service
- Fast Web browsing
- Support for other downloadable applications (Google maps, IM, etc.)
- Talk and receive data simultaneously

For the IT administrator at a small and medium business, hosted BES means their time can be focused on more important, strategic business tasks—rather than troubleshooting email and servers. Hosted BES enabled DOYLES, a full-scale global pressure-control equipment manufacturing company, to “install it and forget it,” letting them instead focus on growing their successful business and providing outstanding customer service, according to John Cameron, IT Director, DOYLES, user of MailStreet hosted Exchange, BES, and VoIP (<http://www.dvinc.com/>).

Key administrator features include:

- No need to access BES server, as everything is done through an easy-to-use Control Panel that provides anytime, anywhere access to MailStreet hosted services
- Remote device wipe in case BlackBerry is lost or stolen
- Instant activation of accounts
- Easy reactivation of accounts and passwords

For the company's bottom line (as outlined in the following chart), hosted BES is an efficient use of bandwidth and airtime on wireless networks, translating into lower costs for organizations. Additionally, existing technology investments are leveraged with a hosted BES solution, requiring little or no new investment upon turning on the service.

	BlackBerry Internet Service (BIS)	BlackBerry Enterprise Server (BES)	Hosted BlackBerry Enterprise Server
<b>Email platforms supported</b>	POP/IMAP	Exchange, Domino, Notes	Exchange, Domino, Notes
<b>Includes support for IM</b>	Web-based IM	Web-based IM and enterprise IM	Yes, both personal & enterprise applications
<b>Applications support</b>	N/A	Yes, both personal & enterprise applications	Yes, both personal & enterprise applications
<b>Pre-install tool</b>	N/A	No	Yes
<b>Includes free installation support</b>	N/A	Yes	Yes
<b>Price</b>	Monthly data plan rate (varies by carrier)	\$3999 + monthly data plan	\$9.95/month/user + monthly data plan
<b>CALs* included</b>	N/A	20	Yes
<b>CAL* limit</b>	N/A	2000	None
<b>Additional CAL* costs</b>	N/A	1 CAL - \$99 5 CAL - \$429 10 CAL - \$629 Larger CAL packages available for additional costs	N/A

\*CAL = Client Access License

Finally, hosted BES provides the ultimate in email and wireless data security. Going beyond just encryption, a hosted solution may also offer the following features:

- Data integrity via BlackBerry end-to-end encryption
- Authenticity via DES and AES wireless encryption
- Spam blocking, as well as content and attachment filtering
- Virus and worm scanning, and advanced email attack protection
- Fraud protection

## **Conclusion: “Don’t make your own porridge—let MailStreet make it for you!”**

As small businesses work to turn themselves into big businesses, they need to surround themselves with partners that can lighten the administrative burden of running a business—so all their time and energy can be focused on growth. 24/7 access to communication systems is critical to this growth, yet the infrastructure needed to meet this need has typically been out of reach for SMBs. With MailStreet hosted BES, MailStreet brings enterprise-class mobile email and corporate data to SMBs at a small business price.

The added benefit is this—you don’t have to break into our house to get some “hosted BES porridge.” Just call us at **866.461.0851** and learn how to get started with a solution that is “just right” for your growing business

## **The MailStreet Advantage**

MailStreet hosted business communications and IT solutions spare small and mid-size companies from investing in significant upfront infrastructure purchases, ongoing maintenance costs, and the staff resource drain of an in-house solution.

The MailStreet service provides all the features and functionality of Microsoft’s world-class Exchange email, including the full capabilities of Outlook. MailStreet provides 24/7/365 U,S,-based live customer support, basic spam and virus scanning, and group calendar scheduling. Expanded services include advanced anti-spam, anti-virus, email archiving, encrypted email, and compliance capabilities.

In addition, MailStreet’s mobile email services enable your users to take the office with them—whether across town or across the country. Users stay connected to their Outlook email via their favorite mobile device, including BlackBerry, Apple iPhone, Windows Mobile devices, and Good Mobile Messaging devices.

MailStreet is staffed by an army of certified engineers whose sole focus is managing mission-critical email services. MailStreet also offers a robust infrastructure that supports our industry-leading 100% Service Level Agreement (SLA) and uptime guarantee. Plus, MailStreet handles the setup, provisioning, maintenance, and upgrades to the Exchange infrastructure—so you don’t have to.

As the largest hosting service for Exchange, choosing MailStreet to host your Exchange email services will save your company money and will enable you to focus critical IT resources on strategic initiatives that grow your firm.

In conclusion, today’s tough economy is causing small businesses and IT staff to look for ways to improve efficiency and save time and money. Using an external vendor to host a company’s email and other IT services has been proven to offer many benefits including an overall reduction in cost.

For more information, please visit [www.MailStreet.com](http://www.MailStreet.com), or call **866.461.0851**.