

# WHY MAKE THE MOVE?

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**ATATECH**

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# How is ATA Technologies an expert?

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ATA Technologies has gained experience from Day 1 of Office 365 Cloud Products. Starting with OneDrive (remember Skydrive?) and moving all the way into Cloud-hosted PBX solutions, ATA Technologies has recommended and installed Office 365 products for clients across the state of Tennessee.

- Exchange Online, P/M/E Plans
- Non-profit
- Business
- Government
- Education



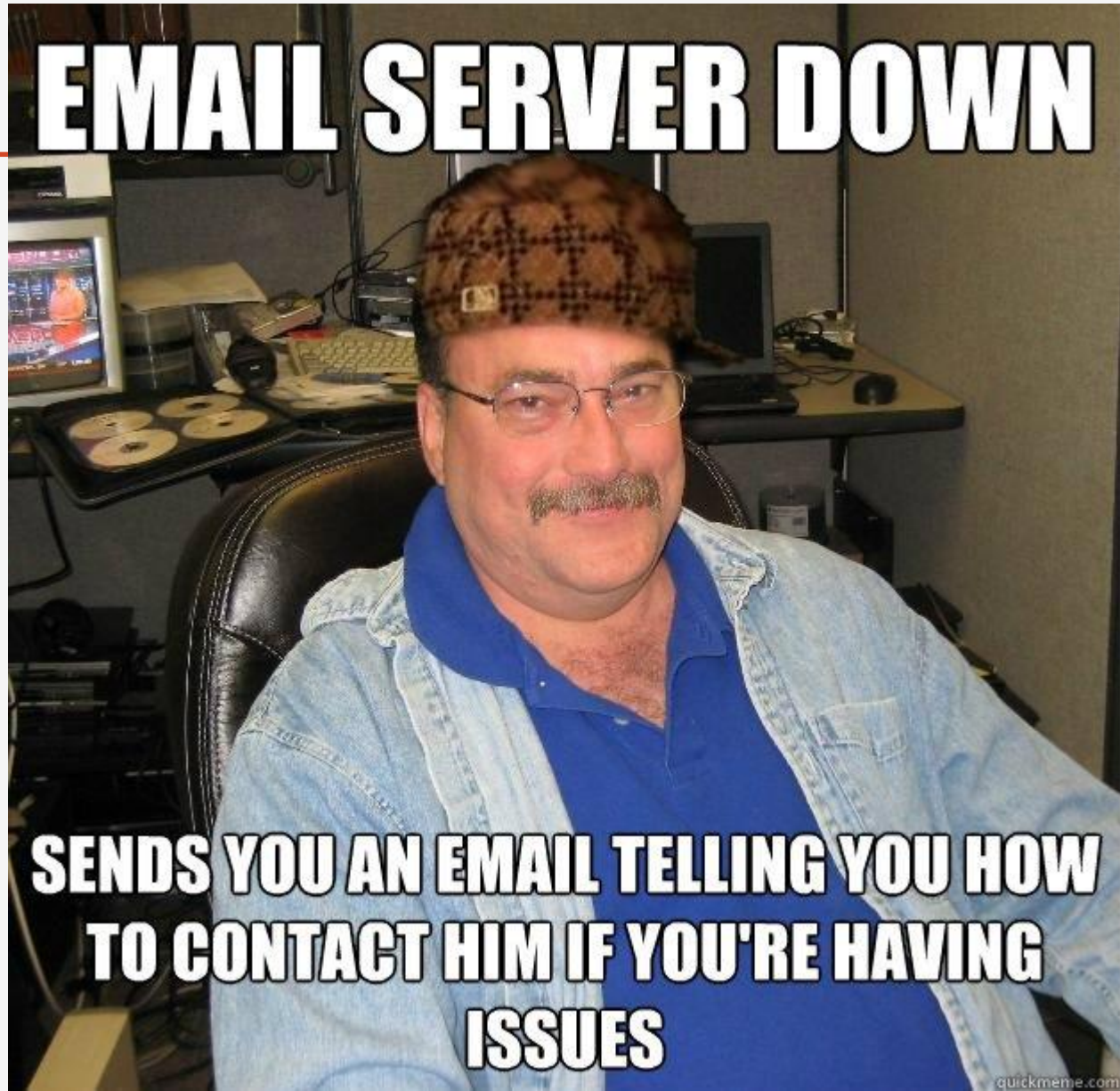
# What is Office 365

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Office 365 is a subscription product that tries to solve multiple problems:

- 1) Distribution of services - Your email doesn't live in one geographic location
- 2) Perpetual licensing - New Office versions are included in some plans
- 3) Reduced TCO vs an on premise email solution
- 4) Integration into BCP/DR plans – Office 365 can fill the role of maintaining communication through service outages where on premise email servers are vulnerable to power outages, internet outages, hardware/software failures, etc.
- 5) Reduced maintenance and workload on IT staff – Let them be useful elsewhere





# Microsoft Exchange Online

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Hosted email service, also available as part of Office 365 and Microsoft 365

- Create branded email addresses (name@yourcompany)
- 50 GB of mailbox storage
- Send messages up to 150 MB in size
- Outlook on the web
- Focused Inbox for easy email tracking
- Compare and share calendars
- Easily schedule meetings
- Enhanced protection with Exchange Online Protection
- Automatic archiving



# Old, New and what is Next

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The OLD way of handling Office Product needs:

- 1 Email was housed in a providers datacenter, typically sold with DNS or Webhosting packages.
- 2 Email per user was sometimes costly and limited to very small amounts of online storage.
- 3 POP3 or IMAP meant losing emails if your email clients were not configured correctly.
- 4 Collaboration was awful. No shared contacts, calendars, etc. When I.T. had to deploy a new user, the decision had to be made whether to purchase an expensive copy of Office or use the limited email application that shipped with Operating Systems (Outlook Express, Mac Mail, Windows Mail), or simply use the browser (like checking Gmail or Yahoo email)

# Old, New and what is Next

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The NEW (current) way of handling Office Product needs:

- 1 Email was housed in a company building, typically sold as either a standalone Exchange product or SBS.
- 2 Licensing was costly. Either purchased through an SBS product or Windows Server, Exchange Server, Exchange CALS, Outlook licenses
- 3 Mobile connectivity was very inconsistent. In the early days of SBS and Exchange, smartphones could not connect reliably, resulting in most folks treating their expense Exchange deployments like they treated their email server in the OLD way (not using MAPI, using POP3/IMAP)
- 4 Collaboration tools were developed. Shared items were found to be very useful. The problem with this solution is the persistent need to have an expert in Microsoft Exchange products available to maintain the solution. Exchange is a great product, but it is needy.

# Old, New and what is Next

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The NEXT way of handling Office Product needs:

- 1 Email was housed in varying datacenters for Microsoft. There are redundancies built into the system.
- 2 Licensing is flexible. P/M/E plans. You can pay as little as \$4 per month for email or pay \$22 per month for a full solutions, including perpetual Office Suite licensing. No more \$199 per user costs for Office every time you upgrade.
- 3 Apple and Android smartphones are caught up. It's extremely easy for users to configure their own phones and computers to connect to Office 365 solutions.
- 4 You still need someone with expertise, specifically if you are transitioning from an on premise Exchange deployment. Microsoft has made it a little easier to move off of an on premise server, but there are still traps....More on that later.



# Advantages of Office 365

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How it is BETTER:

- 1** Reduced costs in running the system. I.T. doesn't have to maintain a single server that houses all Exchange email, which could be a risk...
- 2** Blacklistings and RBL are no longer as big of a concern. When on premise Exchange servers were THE way to do things, companies would randomly find that they were Blacklisted or blocked from other companies, mainly due to a virus or something else that involved itself with email
- 3** Compliance and security with the previous two models was horrendous. Keeping email compliant with a simple POP3 provider or on-site Exchange solution took a great deal of thought.
- 4** Costs. Cash flow. Every 3-5 years, companies were having to budget CapEx and plan out lengthy upgrade schedules. I.T. was disrupted. The manner of I.T. and the increasing pressure from compliance groups meant companies were FORCED down this expensive and painful path.



# Microsoft 365 Business security benefits

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Safeguard your business against external threats and leaks



Protect against security threats



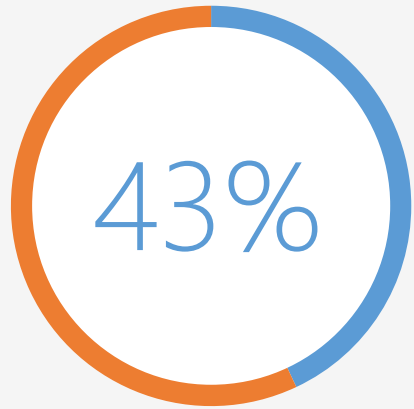
Protect business data against leaks



Control who has access to  
business information

# Threat landscape for small businesses

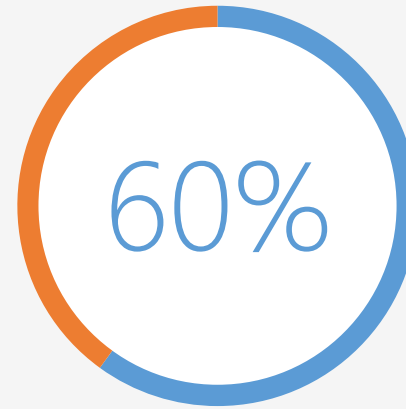
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of cyberattacks target small businesses



Devices are compromised by ransomware every month



of small businesses close their doors after a cyberattack

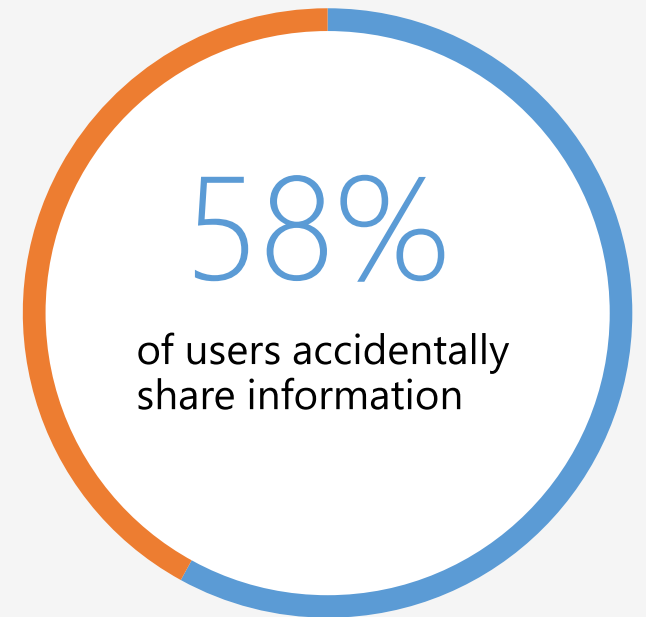
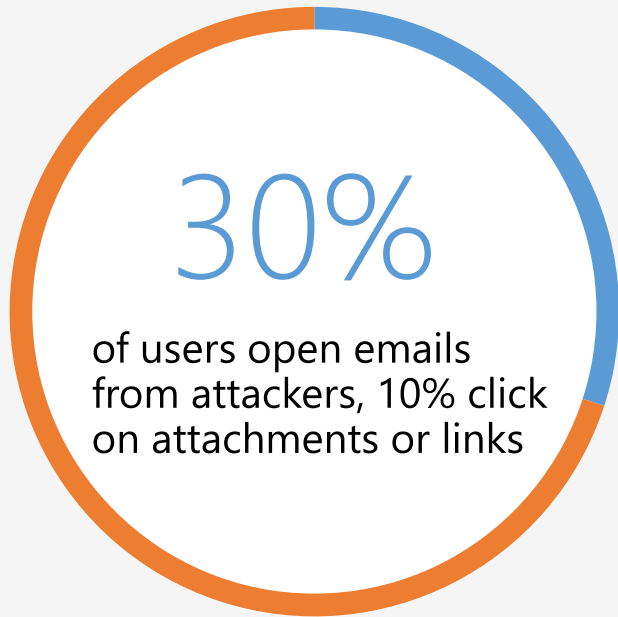


is the average cyber attack remediation cost for small businesses

# Why are attacks so successful?

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It only takes hackers 4 minutes to get in your network, but 99+ days for businesses to discover they've been breached.



# Disadvantages of Office 365

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How it is not BETTER:

- 1 It is not a ready-made solution for ALL of your needs. It still has to be tuned for compliance and security. (Litigation holds, PCI, HIPAA)
- 2 It still has to be backed up or archived. Backups should be more in line with compliancy.
- 3 It WON'T write your policies for you. You should annually review AUP, Mobile Device, and Remote Worker policies.
- 4 It WON'T fix behavioral problems in I.T. It cannot 100% completely stop social engineering, phishing/spearphishing, or spambot campaigns...



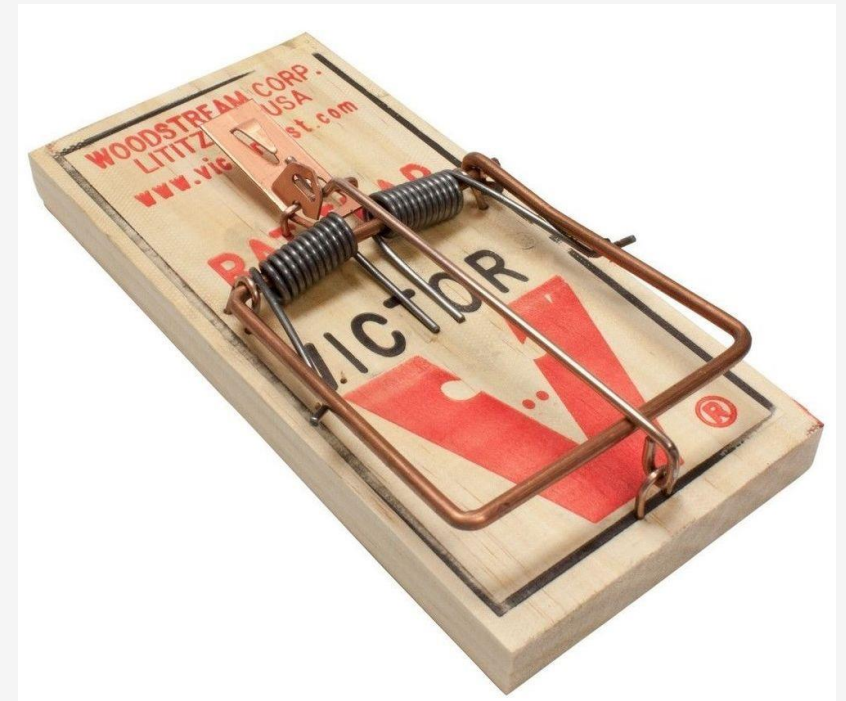
# The “gotchas”...

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**IF** you have not been maintaining your existing Exchange solution, there will be catch up.

**IF** you have been using an off-site provider, there may be difficulties in migrating all of the data over the Internet to Office 365.

**IF** you do not have Windows Active Directory implemented, moving to Office 365 can still be accomplished, but the integration is not as tight.



# Common Problems

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Some clients we have worked with do not have their DNS registrar information...which kills any Office 365 project.

Users on old POP3 systems rarely know their email passwords. Being on an POP3 system usually means I.T. has to manually migrate your email.

When I.T. has to manually migrate emails, things can get difficult. Missed contacts, missing emails, corrupt Outlook items, NK2 disasters, and **IT TAKES A LOT MORE TIME TO COMPLETE.**



But...it is **WORTH IT.**

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- Reduced overall costs for I.T.
- Consistency in email availability
- Data loss prevention
- New products added frequently (Delve, Yammer)
- Scalability
- Online Office Apps...work practically from anywhere
- Microsoft is much more focused on Office 365 products vs the biennial product cycle of the past





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## Keep costs in line

A hosted service removes the burden of upkeep to help you save time and money

- Avoid the surprise expenses of unplanned hardware and software costs
- Get time back with automatic patching and updates managed by Microsoft
- Leverage existing resources by enabling secure BYOD (bring your own device) policies
- Extend the life of older PCs by using memory on-demand





## Problem:

- The Detroit Wallpaper Co. took off fast, leaving the owners little time to strategically build a technology backbone that would support their growth and ensure security.

## Solution:

- They standardized on Microsoft Outlook and Microsoft Exchange Online to improve security and reduce their time spent on IT maintenance.

"It was like life before the Phoenicians. We had an on-premises server to run our website and for file transfer and storage, but it wasn't working well. Everyone used a different email application. People used a mix of computers and operating systems."

• Josh Young, Co-founder, The Detroit Wallpaper Co.



# glassybaby

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## Problem:

- As glassybaby grew, they needed more functionality, flexibility, capacity, and security than they were getting from Google Apps (now G Suite).

## Solution:

- glassybaby adopted the Microsoft cloud starting with Outlook and Exchange Online to empower their workers.

"There was often confusion about who was going to show up for work. An employee might send an email that never got read, or a shift went unfilled due to a miscommunication between employees over a swap. We were making it work, but after we opened our eighth store, we knew we needed a better way."

• Vicki Fredman, Director of Partnership Development, glassybaby



# TELETHON

## Problem:

- Téléthon needed IT systems to be accessible from every branch in Switzerland and provide employees with remote access to their emails and calendar via mobile devices.

## Solution:

- Téléthon adopted a cloud platform strategy with Microsoft Azure. They started by replacing their old POP3 email with Microsoft Outlook and Exchange Online to help securely store and share emails.



# Additional Features

## Office applications included



Outlook



Word



Excel



PowerPoint



OneNote



Access (PC only)

## Services included



Exchange



OneDrive



SharePoint



Skype for Business



Microsoft Teams



# Great! But how do I get started???

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- If you have I.T. staff, let them recommend strategy.
- If you do not have I.T. staff, please contact an experienced Microsoft Partner
  - Get competitive quotes.
  - Some companies will see it is necessary to issue an RFP/RFQ
- A good Microsoft Partner will come in, meet with you, and tailor a migration plan.
- Be warned of the “fly-by-night” companies that will swoop in and leave you holding the bag.
- If you use a Microsoft Partner, consider engaging with them on long-term management of email.
- Microsoft Partners will know the tricks to the trade, and how to efficiently move your company through the process.



# Questions?

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Feel free to reach out to Jon or Burton:



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