



Messaging in the SMB Market, 2010-2013

Report Focus

This report focuses on drivers for messaging policy management in mid-sized and large organizations in North America, as well as the current state of affairs with regard to policy development. The research conducted for this report, as well as the report itself, are focused on the needs of vendors, investors and others who are interested in participating in the messaging policy management market in some way, whether as providers of messaging policy management systems or as those who support the use of these systems. The information presented in this report is designed to help these vendors and interested parties make informed decisions about the future opportunities available in this market.

The research was conducted, and this report was written, from an objective standpoint, not with any predisposition for or against a particular point of view. Because multiple vendors were involved in funding this report, no particular vendor's viewpoint had an influence on shaping the research focus, although early subscribers to the report were given the opportunity to provide input to the research program conducted specifically for this report.

Table of Contents

Chapter 1	
Executive Summary	1
Chapter 2	
Background and Methodology	5
Chapter 3	
Where SMB Messaging is Today	7
Chapter 4	
Problems Experienced by SMBs in Managing Messaging Systems	13
Chapter 5	
The Cost of Messaging in the SMB Space	27
Chapter 6	
Preferred SMB Messaging Delivery Models	29
Chapter 7	
Future Messaging Plans in the SMB Space	37
Chapter 8	
SMB Vendor and Purchase Decision Issues	49



List of Figures

Proportion of SMB Users Served by Email Type.....	8
Email Clients Employed by SMB Users	9
Distribution of SMB Users by Normal Work Location	11
Roles for Instant Messaging Use Among SMBs.....	12
Growth in Email Storage During the Preceding 12 Months	16
Minutes of Unplanned Downtime in Email Systems During a Typical Month.....	17
Level of Concern About Data Leakage Through Approved and Supported Applications and Communications Channels.....	18
“Has your organization ever been impacted/infected by a public instant messaging network worm or virus?”	19
“Do you enforce a mailbox size quota for your users?”	21
“Has your organization been required to respond to a discovery request in the last during the last 12 months?”	22
Systems Involved in the Typical Discovery Search.....	23
Expectations for E-Discovery Obligations During the Next 12 Months.....	24
“Would you say discovery requests are a disruptive or painful experience for you or your department?”	25
Email-Related Expenditures per User.....	27
Status of SMB Email Spending Plans	28
Desirability of Various Delivery Models for Email	29
Likelihood of Deploying Various Types of Email Systems (If Organization Had to Deploy a New Email System from Scratch)	30
Desirability of Various Delivery Models for Email Security.....	31
SMB Perceptions About Hosted Email Solutions in the Context of Hosted Providers’ Security for Customer Email	32
Level of Cost Savings Required to Outsource Email to a Third Party	33
Likelihood of Outsourcing Email at Various Price Points	34
SMB Preferences for Integrated Email Security Solutions	35
SMBs’ Likelihood of Migrating to a New Messaging Platform.....	38
Likelihood of Replacing the Backend Messaging Infrastructure With a Better One Based on Whether or Not Desktop Clients Had to be Changed.....	40
Proportion of SMB Users Served by a Cloud-Based Solution	41
Proportion of SMB Users Served by Thick Email Clients.....	42
Penetration of SMB Users by Mobile Platform.....	43
Perceived Legitimacy of Various Tools.....	44



List of Figures (concluded)

Extent to Which Green Computing Will be a Factor in IT Decision-Making in 2011 and 2012	45
SMBs' Views Toward Retention of Content.....	46
Types of Communication Traffic for Which it is Important to Have Encrypted Messaging Capabilities	47
Influence of Consultants and VARs in Making Decisions About New Email Servers or Adopting New Messaging-Related Technologies	53

List of Tables

Distribution of SMB Users by Messaging Platform	7
Importance of Various Communication and Collaboration Capabilities.....	10
Three-Year Costs of Ownership for On-Premise Microsoft Exchange	14
Problems in Managing Email Systems for SMBs.....	15
Status for Deployment of Various Capabilities	37
Email Systems That Organizations Would Deploy if They Had to Do so Within the Next Few Months.....	49
Top Ten Anti-Virus Vendors That Organizations Would Consider Deploying	50
Top Ten Anti-Spam Vendors That Organizations Would Consider Deploying	51
Top Ten Email Archiving Vendors That Organizations Would Consider Deploying.....	52



About Osterman Research, Inc.

Osterman Research, Inc. provides market research, cost modeling, benchmarking and related services to vendors of messaging and collaboration products and services.

We help vendors, IT departments and other organizations make better decisions through the acquisition and application of relevant, accurate and timely data on markets, market trends, products and technologies. We also help vendors of technology-oriented products and services to understand the needs of their current and prospective customers.

Part of what makes us unique is our market research panel: a large and growing group of IT professionals and end-users around the world with whom we conduct our research surveys. This allows us to conduct surveys quickly and accurately.

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