

# Exchange 2010 Overview

Now, more than ever, your organization requires cost-effective and flexible communication tools. With Microsoft Exchange Server 2010 you can achieve new levels of reliability and performance with features that simplify your administration, help protect your communications, and delight your users by meeting their demands for greater mobility.

Microsoft Exchange Server, the cornerstone of Microsoft's Unified Communications solution, is a flexible and reliable messaging platform that can help you **lower your messaging costs by 50-80%, increase productivity** with anywhere access to business communications, and **safeguard your business** with protection and compliance capabilities that help you manage risk.

## Lower IT costs with a flexible and reliable platform

Pressure to optimize your IT infrastructure for ever-changing business conditions requires you to be agile, so investing in solutions that provide reliability and choice is critical. Exchange Server 2010 gives you the flexibility to tailor your deployment to your unique needs and provides a simplified way to help keep e-mail continuously available for your users.

This flexibility and simplified availability comes from innovations to the core platform that Exchange is built on. These innovations deliver numerous advances in performance, scalability, and reliability advancements, while lowering the total cost of ownership 50-80%.

A new, unified approach to high availability and disaster recovery helps achieve new levels of reliability as it reduces the complexity and cost of delivering business continuity up to 80%. With new features, such as Database Availability Groups and online mailbox moves, you can more easily and confidently implement mailbox resiliency with database-level replication and failover, all with familiar Exchange management tools.

- Greater choice of storage hardware options, allows you to tailor your Exchange infrastructure to your organization's specific business or technology needs while lowering the overall storage costs 50-70%. Storage options range from support for traditional Storage Area Networks (SAN) to low-cost, desktop class Direct Attached Storage (DAS). Larger mailbox size ensures that employees can access the information they need to do their jobs in a quick and efficient manner, without spending time deleting messages and managing their inbox to stay under the imposed limit.  
[Learn more about mailbox resiliency.](#)
- Administrative advances in Exchange 2010 can help you save time and lower operational costs 15-20% by reducing the burden on your IT staff. A new role-based security model, self-service capabilities, and the Web-based Exchange Control Panel, allow you to delegate common or specialized tasks to your users without providing them full administrative rights or increasing help desk call volume.

[Learn more about management tools.](#)

*With previous versions, our users could start a portable computer anywhere and get their messages without the need for a virtual private network. Now, with Exchange Server 2010 and Office Communications Server 2007 R2, that benefit is extended to the voice mail realm. Whether you dial my extension or send me an e-mail message, as long as my \$200 netbook has an Internet connection I can respond from anywhere.*

George Hamin

Director of E-Business and Information Systems

Subaru Canada

*We estimate that Exchange Server 2010 can reduce our costs to provide a mailbox by more than 50 percent.*

Thomas Keck

Chief Information Officer

Elabs

## **Delight users with anywhere access to communications**

Your business success relies on technology solutions that make your users more productive. With Exchange Server 2010 you can cost effectively provide your users the freedom to securely access all of their communications—e-mail, voice mail, instant messaging, and more—from virtually any platform, Web-browser, or device to get more done wherever they are.

Your users live their business lives in their inboxes, but the ever-growing flow of information through those inboxes affects productivity and profitability.

With Exchange Server 2010 enhancements, your users can increase their productivity and more easily collaborate with each other and their business partners with these advanced features:

- Time-saving inbox management tools that help your users more easily organize and prioritize the communications they receive each day. Exchange 2010 includes an enhanced conversation view that automatically arranges messages into threads, regardless of their location in the inbox, and MailTips that inform users about details that could result in unnecessary or undeliverable e-mail messages, before they click send. New integrated support for instant messaging

(powered by Microsoft Office Communications Server 2007 R2) and SMS text messaging in Outlook Web App means your users can have a range of communication tools at their disposal, anywhere they can log into the Web client.

[Learn more about Outlook Web App.](#)

- A transformed voicemail experience with Exchange-powered voice mail enhancements like speech-to-text previews of received voice messages, and the flexibility for your users to create customized voice mail menus and call handling rules to ensure callers are given the right priority. Replace your legacy systems with the enhanced capabilities of Exchange voice mail and reduce your voice mail costs by 50%.

[Learn more about voicemail with Unified Messaging.](#)

- The best three-screen user experience available through Outlook on the desktop, Outlook Web App in the Web browser, and Exchange ActiveSync, the de facto industry standard for mobile devices. With the built in capabilities of Exchange Active Sync, you can Reduce costs for secure mobile messaging while supporting users on virtually any smart phone, including iPhones, Windows Mobile or Blackberry.

[Learn more about mobility.](#)

*Our salespeople need to respond quickly to dealer concerns. With Exchange Server 2010 and voice-to-text conversion, within 20 seconds after a dealer leaves a voice-mail message, our users see an e-mail preview on their cell phone. Our mobile employees might check voice mail anywhere from 5 to 10 times a day, at 5 to 10 minutes a session. By using Office Communications Server 2007 R2 and taking advantage of the voice-mail preview feature in Exchange Server 2010, they can increase their responsiveness while saving more than 15 minutes a day. From a business perspective, that's an incredibly valuable productivity increase.*

George Hamin

Director of E-Business and Information Systems

Subaru Canada

*On a phone, you have about three inches of screen. With Conversation View it organizes your e-mail messages so that you can see all the messages related to that one subject, which is really useful. Feedback on the user interface has been very positive. It has made organizing you inbox a lot easier.*

Matt Hawkins

Consulting Team Leader

NEC Phillips

## Manage risk with protection and compliance capabilities

A growing number of applications and devices access your e-mail infrastructure, so it is more important than ever that you consider the protection of your mission critical e-mail data when you choose an e-mail solution. Your organization has many reasons to protect and archive e-mail, from regulatory concerns to internal organizational governance. Exchange 2010 delivers integrated information protection, control, and compliance tools focused on helping you simplify and automate this process:

- New integrated, out-of-the-box e-mail archiving gives you tools to preserve e-mail data without changing the experience for your users or IT staff. Combined with the flexibility provided by the Exchange storage architecture, you can take control of your corporate e-mail data with a personal archive that seamlessly surfaces in both Outlook and Outlook Web App.
- A new retention policy framework allows your IT staff to define, deploy, and automate the expiry and archiving of e-mail data. In addition to default policies set by your IT staff, your users can select and apply retention policies to individual messages or folders. And Exchange 2010 adds a new legal hold policy that retains and places on hold any edits or deletions of e-mail data that users make. A simplified e-Discovery process with a new Web-based multi-mailbox search feature. This easy-to-use capability can be delegated to specialist users, like a compliance officer, without providing the users full administrative privileges.

[Learn more about archiving, retention, and discovery.](#)

- New Transport Protection Rules help you safeguard sensitive business information. You can automatically apply Information Rights Management (IRM) policies to both e-mail and voice mail messages, after they have been sent, based on a range of message content criteria.

[Learn more about information protection and control.](#)

*PST files are quite a nightmare for IT to manage. We look forward to Exchange 2010 negating the need for supporting PSTs. It's going to take a lot of headaches away for us.*

Ronald Loewenthal

Customer Service Manager

Super Group

## Optimized for Software-plus-Services

Exchange Server 2010 was designed, developed, and tested with the Microsoft Software-plus-Services strategy at its core. Choose from on-premise deployment with Exchange 2010, a Microsoft-hosted service with Exchange Online, or a seamless

mix of both. You can decide when and how you take advantage of on-premise, hosted, cloud-based, and hybrid solutions without interrupting or changing the experience for your users.