

Empowering the Mobile Professional with Secure Anytime Access to Email and Shared Content



CONTENTS

- 1. Powered by Mobile Email and Content**
- 2. The Opportunity and Mimecast Solution**
- 3. Profitable Solutions and Services Anchored in Mobility**
- 4. SaaS with a Face**
- 5. Mimecast: Delivering Profit Opportunity for Mobile Solutions**

Mobile technology has changed not only the face of computing, but how people work and interact with each other. For professionals today, success means work and play integrated with the flexibility to productively work from home when family obligations demand it, easily check email and share documents from the road when necessary and the freedom to be productive anytime—day or night. It is no longer unusual for employers to seek out workers who can provide their own workspace, or even their own technology, and it has become common for workers to prefer employers who do not care where or how they work—only that they achieve their objectives. Whether a fundamental shift in work style, or a renewed focus on being in the field with customers, mobile technology is front and center, enabling workers in this new productivity paradigm.



Powered by Mobile Email and Content

Mobile access itself has become the “killer-app” for this new breed of worker. Email, serving as the cornerstone of mobile-user productivity, has evolved indisputably to a “Tier-1” application. It’s also become our de facto filing cabinet. Through mobile devices, workers walking between appointments or camped out in hotel lobbies must be able to:

- Read, review and share documents
- Provide realtime feedback and input
- Manage their calendars and commitments
- Find a prospect phone number they forgot to enter into their contact database
- Search for and forward proposals to a colleague for a pricing update
- Locate the latest contract T&Cs document on a file-share or cloud drive

In addition to email, the mobile professional has come to rely on applications and services such as SharePoint, Dropbox, Box.net, or even simple network shares, to collaborate and access documents on the go. But without the ability to effectively search this information from a mobile device, workers remain tied to an office, losing productivity and customer face-time. Today, users must access this breadth of content from their laptops, cloud drives from their smartphones, tablets, desktops at client sites, in the airport, on a train and in their homes.

The Opportunity

With increased use of mobile technology has come expanded opportunity for solution providers. According to research firm, The Enterprise Strategy Group, 20 percent of respondents state that providing new mobile applications to users will be one of the top IT priorities in the coming year. In addition, 22 percent stated they are working on strategies to improve their employees’ ability to add value directly to customers via mobile devices. With technology like smartphones and tablet devices now out-shipping personal computers, this translates to increased spending on mobile solutions and increased revenue for those who can help users deploy mobile solutions.

The Consumerization of mobile technology is making an impact as well. Many IT departments are faced not only with the requirement to support a variety of mobile devices, but in many cases that requirement extends to devices that the user owns. This raises the bar on how IT departments maintain security, ensure compliance and deliver access to mobile devices. That spells opportunity for solution providers to partner with vendors who not only can provide the technology to power mobile professionals but also provide business practices and a service-based model to help solution providers develop profitable recurring revenue streams.

The Mimecast Solution

Mimecast is a cloud service application providing for companies with Microsoft Exchange environments. Mimecast archiving capability extends across a broad range of content, providing powerful mobile contextual search and access capabilities not only to a user’s primary email account, but also to all the attached files, SharePoint folders, network shares and cloud-based file shares such as Dropbox or Box.net. This industry-leading functionality allows administrators to not only improve the management and resiliency of a traditional Microsoft Exchange deployment, but also provides mobile access for users across a variety of content even in the case of a primary email server outage. For Microsoft solution providers, this means an opportunity to bring unique enterprise capabilities to their customers supporting mobile users, and build both recurring and project-based services revenue streams.

Nowhere is this opportunity greater than at the convergence of cloud and mobile technology. Mimecast supports a breadth of cloud-delivered functionality, allowing the infrastructure team to provide a high degree of security and content access to a mobile workforce.



Productivity and Access

Today's mobile device provides users with both a communication vehicle and a remote access-filing cabinet. Providing uninterrupted access for these devices to email and applications has become an imperative for IT professionals. Mimecast allows users to not only search their email and any file attachment that passed through their email, but also search any other category of content archived through Mimecast, all from their mobile device. This includes SharePoint folders, network shares, home drives, document libraries and even cloud-based file storage from providers such as Dropbox or Box.net. This puts virtually all of the user's critical documents right in their pocket—wherever they are.

This powerful access continues even when inevitable outages to Exchange or other corporate systems occur. Mimecast creates a realtime central archive across the users' content, allowing this archive to be accessed in the cloud despite an outage. Users can search and access email and file shares from applications resident on their mobile devices just as easily as if there were no outage. This ensures productivity and access for mobile workers even through a hiccup in core IT services.

Compliance

Mobility, in general, and user-owned devices, in particular, introduce new challenges for email and content management. Users may have multiple devices,

email accounts, file shares and profiles. In addition, a user may take a device with them when they leave the company. Specific industries and firms of all sizes are under both regulatory and internal mandates to retain email and restrict access to email through user profiles. Through granular policy management, Mimecast offers administrators the ability to customize archive settings and control access to email archives. The organization can keep one central email archive repository to meet compliance and legal requirements across the user base as employees change roles or leave the company and take their devices with them.

Security

Administrators can better control mobile-device access, particularly in cases where employees leave the company and take their devices with them. Access to the Mimecast archive can be controlled centrally and permissions revoked in the case of a lost or otherwise compromised mobile device. Mimecast ensures mobile access for those it's intended for and provides encryption, password protection and administrative methods to prevent unauthorized access.

As part of an organization's overall mobile device strategy, Mimecast provides critical benefits not only to the administrator, but also directly to the mobile user.

Profitable Solutions and Services Anchored in Mobile Access

A focus on mobility with Mimecast yields both recurring revenue streams and project revenue in the form of consulting. In addition, Mimecast expands solution providers' leverage to drive other solutions across the Microsoft stack.

Consulting

The widespread delivery of corporate information across mobile devices comes with both complexity and risk. Solution providers have the opportunity to develop services not only to help users understand and plan for these risks, but also deliver implementation services to mitigate risk. Needs must be defined and turned into functional solution designs. Risks must be identified and policy settings customized. Customers will need consulting assistance in building the right use-case models

to deliver information to the mobile professional securely. Solution providers have the opportunity to lead and leverage Mimecast thought leadership to advise customers how to provide secure and uninterrupted access to critical email and content.

Cloud Recurring Revenue

For users expanding the delivery of data to a mobile workforce, management of data and devices becomes even more of a challenge. Cloud-based



solutions offer the enterprise the flexibility to scale infrastructure as workers enter and leave the workforce, as well as provide the performance and availability to support users working out of the office or out of the country. The built-in availability benefits of cloud-based services also mean users are never without access to email even during an interruption to data center services. These benefits are compelling and allow solution providers to augment existing cloud-service revenue with Mimecast or gain incremental recurring-revenue contracts as users embrace these benefits. Cloud-based services for email and content-archiving and protection are an easy step for the experienced cloud customer or for those testing the waters of cloud for the first time. Recurring cloud revenue translates directly into improved bottom-line results and better cash flow for the solution provider.

Microsoft

Any discussion of mobility leads to a focus on the core applications users rely on for daily productivity. This is a space where Microsoft dominates. As a complement to an existing Microsoft practice, Mimecast offers solution providers a unique angle to add value and upsell users to cloud-based Microsoft solutions such as Office 365, as well as introducing them to some of the ways Exchange 2013 can improve productivity for remote and mobile workers. Mimecast puts all of a user's Exchange, SharePoint and File Share content right in their pocket or briefcase, easily searchable, creating a mobile all-access pass to the information users need to be productive out of the office. Bringing this type of innovative technology to current customers has a multiplier effect on the overall Microsoft Practice business

SaaS with a Face

As customers continue to rely more heavily on mobile technology, Mimecast is committed to building a channel program, which meets the needs of solution providers and helps them create opportunity and profit. Many cloud service providers entered the market three to five years ago, believing that cloud computing would disintermediate the channel and users would work directly with cloud providers. Due in part to the complex challenges presented by mobile computing, IT organizations of all sizes have continued to rely on solution providers for advice and services. Not only did Mimecast bet that the channel would continue in this role as trusted adviser, but Mimecast took the lead in developing a channel-centric model, and built a program to help solution providers accelerate revenue. Differentiated from other cloud providers, the Mimecast program provides the type of support and benefits common to traditional hardware and software vendor programs. This is rare for "Software-as-a-Service" providers, most of whom provide self-service support to both partners and end users.

For Mimecast, this leadership means innovating both in program benefits and contract terms to make partnership with Mimecast both compelling and profitable. Some highlights of the Mimecast program are:

Joint Selling and Marketing

Mimecast partners enjoy access to a dedicated inside sales team that works jointly with them on deals and actively cultivates new leads for channel partners. Solution providers also can leverage MDF funds earned for additional marketing and inside sales activities.

Deal and Margin Protection

Mimecast offers not only a robust deal registration program but it is unique in the SaaS space by

offering margin protection on renewal contracts. Partners trying to capture renewal deals from the solution provider who currently holds the contract will find themselves at a disadvantage due to capped discounts. In this way, Mimecast increases the lifetime customer value of every contract for the partner, leading to highly profitable long-term recurring revenue streams. This also rewards partners who make long-term investments in their Mimecast partnership.



Mimecast: Delivering Profit Opportunity for Mobile Solutions

Solution providers today must grapple not only with their own growth and business transition but also the evolving needs of IT departments struggling with the support of mobile devices. Partnerships must enhance this transition for both solution providers and end users. Mimecast offers both the ability to grow a new revenue stream in the cloud while enhancing the existing Microsoft business. By partnering with Mimecast, solution providers access critical technology to enable the mobile professional and a partner committed to helping them build a profitable business. The combination of superior channel programs and cloud-based technology makes Mimecast a compelling partner for Microsoft solution providers seeking to grow their share of mobile-computing revenue.

For more information, contact Mimecast at uspartners@mimecast.com or call 1-800-660-1194. www.mimecast.com