



| Office: (512) 551-3535 |

WHAT IS HOSTED EXCHANGE?

Email, collaboration and scheduling tools have become critical factors to the success of any business. Unfortunately, small and mid-size businesses (SMBs) often lack a large IT budget or in-house team to implement and maintain the sophisticated messaging software they need. Yet SMBs need this critical toolset in order to succeed in the marketplace.

Hosted Microsoft Exchange 2007 means that we provide all hardware and software, then run and maintain it for you in a tier-4 datacenter. You pay a low monthly fee, and can access your email using Outlook 2007® on your desktop, Outlook Web Access (OWA) in any Web browser, or wirelessly from a device like the BlackBerry®, Windows Mobile device or iPhone.

WHY USE MICROSOFT EXCHANGE?

Most small and mid-sized businesses are using email as a primary communication channel with customers, colleagues and suppliers. But many of these companies stop there, missing out on productivity-boosting features like shared calendars and contact information.

By upgrading to the world's most popular business messaging software, Microsoft Exchange Server 2007, you can significantly raise your team's efficiency for a small monthly fee.

Basically, Exchange is a computer server that stores your company's email, calendars, address books and files centrally, so they are available 24x7 and can be shared among your team, if you wish. It is the messaging system of choice for most Fortune 500 corporations.

You can subscribe to this on-demand service for a low monthly fee – instead of paying thousands of dollars upfront for expensive servers and software licenses, hiring specialist IT staff to install and maintain the system and being responsible for a 24x7 infrastructure. We let you focus on your core business.

WHY HOST WITH US?

When looking to implement or outsource Microsoft Exchange, there are several key factors to consider. Is the service reliable? Are there engineers on standby 24x7 in case a server goes down? Does the service offer the full benefits of Exchange?

Our service operates out of a tier-four data center, with state-of-the-art cooling, power supply, backup generator and fire suppressants. For you this means that your email is **constantly running**. Your Exchange service will run on **clustered servers** and an **EMC storage area network** – so if one server or disk drive stops working, your email keeps working.

As well as offering the highest-quality IT infrastructure, we do **nightly backups** to protect your data. For your peace of mind, we offer a 99.999% service-level agreement (SLA) which allows for just a few minutes of email downtime each month.

WHAT IS INCLUDED WITH HOSTED EXCHANGE?

	Hosted Exchange from American Technology Systems	In-house Exchange and IT staff
Software licenses	✓	✗
Enterprise-grade hardware	✓	✗
24x7 support	✓	Unlikely
Uptime guarantee	✓	✗
Tier-4 datacenter with redundant power, cooling and network connections	✓	✗
Regular backup	✓	Possibly
Anti-virus, anti-spam	✓	Possibly
Wireless options	✓	Separate licenses and servers needed

ADVANCED FEATURES

People running Exchange as their email server typically use Microsoft Outlook 2007 as their email 'client'. Among many advanced features, this lets them:

- Securely access email remotely – via the Web or a mobile device like a BlackBerry or Treo
- View colleagues' up-to-date calendars and schedule meetings
- Assign and manage company tasks on central 'to do' lists
- Manage contact information of employees and customers and access it anytime

Exchange is a quantum leap from basic POP3 or IMAP4 email and makes your team much more productive through constant access to email, calendars and contacts, as well as important files and information.

Basic POP and IMAP email systems, which are currently used for accessing email, are more suited to home and personal user, rather than business, and were never designed to include the broader, richer collaborative tools that Exchange has made possible.

Now that hosted Exchange is available for no upfront cost, with low monthly fees, smaller and mid-sized companies are increasingly realizing the instant competitive advantage that Exchange can give them.



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OUTLOOK/EXCHANGE 2007 vs BASIC EMAIL

To help you understand the productivity-boosting options that Exchange offers, here is a comparison of Outlook/Exchange 2007 versus basic email options:

	Exchange Server 2007	POP 3 / IMAP4
Group scheduling	✓	✗
Send out meeting requests, then track and update them	✓	✗
Shared calendars and side-by-side calendar views	✓	✗
Access to personal and shared address books from remote locations	✓	✗
Outlook single sign-on for email and network access	✓	✗
Outlook connections over the Internet are secure	✓	Some solutions
Server-side spam filtering	✓	Some solutions
Put multi-colored flags next to emails as a reminder to follow up	✓	Partial
Ability to add voting buttons to a messages	✓	✗
Automatic out-of-office reply	✓	✗
Ability to recall sent messages	✓	✗
Support for multiple-computer access	✓	Partial
Access to email via Web browsers and mobile browsers, Outlook Mobile in Windows Mobile-based Pocket PCs, Pocket PC Phone Edition and Smartphones	✓	Non-Microsoft products are typically required
Outlook Cached Exchange Mode for working with intermittent Web connection (eg dial-up)	✓	Some solutions offer caching
Offline email, calendar, contacts, and public folder support	✓	Partial
Access to public folders for sharing documents and information	✓	Individual email folder access in IMAP
Basic email support for SMTP, POP3, and IMAP4	✓	✓



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ADD-ON FEATURES

We offer a complete range of add-on features including **hosted BlackBerry and ActiveSync** for Windows mobile devices, so you can instantly activate email service for your handheld. Rather than spending thousands of dollars on your own server, you can use our managed service for just a few dollars a month.

You can also add **Office Communications Server 2007**, for increased productivity through secure instant messaging and file sharing and **archiving** – from simple message journaling, to keep an exact copy of all your message, to compliant archiving, which fulfills regulatory requirements from the main US regulations—HIPAA, GLBA, SOX, SEC, FINRA and FRCP as well as other state/federal requirements).

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