



ArcTitan

Email Archiving for MSPs Datasheet

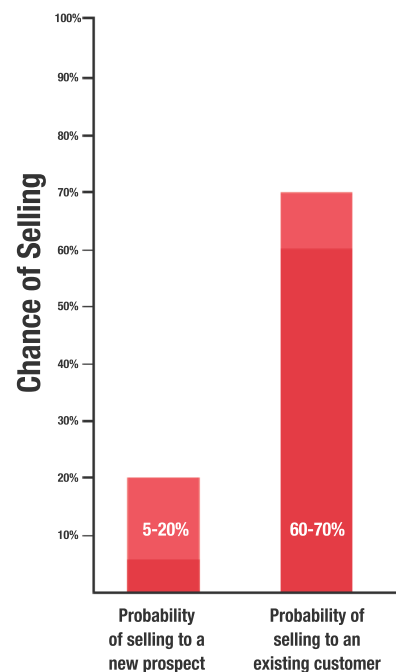


WHY SHOULD AN MSP ADD ARCTITAN TO THEIR PRODUCT PORTFOLIO?

Much of an organization's corporate knowledge is found in its email. Email represents a lot of time and effort on the part of many employees, and it's an investment that every business should protect. Archiving not only protects the intellectual property represented by email, it makes email management in general easier, improving productivity and performance. An archiving and eDiscovery solution is critical for any business. Companies need to be addressing the storage demands of their burgeoning data —inefficient storage is expensive and makes data difficult to access. Every company also needs to be aware what it needs to do to make sure its data is stored in a manner that's going to make it legally compliant if it's involved in a lawsuit.

ArcTitan is a purpose built email archiving solution for MSP's of all sizes. ArcTitans cloud-based email archiving, E-discovery and compliance makes it easy for an MSPs customers to archive in the cloud. With ArcTitan your customers are able to store and access email easily and as required. Your customers get automatic back up, with no hardware or software to purchase or install, reducing costs and lowering overhead. No tape machines or discs required, there is no off-site storage and no issue when it comes to data recovery.

With ArcTitan, MSPs can easily manage the email environments of a diverse range of customers from a single, centralized administration console – eliminating the need for costly on-premise equipment. The dedicated archiving solution allows MSPs to quickly add and provision new customers online. Outside of all of the benefits email archiving adds for your customers, why should an MSP add ArcTitan to their product portfolio?



Source: Marketing Metrics

1. INCREASED SALES OPPORTUNITIES

Email is the primary communication channel for companies of all sizes. Your customers are looking for efficient ways to manage their email – not only for internal reference but also due to increasing government and industry regulations. Globally this is a market which is growing at a CAGR of 19% due and by offering ArcTitan archiving as a service allow you provide customer with this key service at an attractive margin. New customer acquisition is difficult and is getting increasingly expensive. Adding a solution with an attractive margin, like ArcTitan, to your service stack allows you sell more things to existing customers.

2. INCREASE CUSTOMER RETENTION

Once an email archiving solution is in place, your customers are much more likely to stay with you and often on multi-year contracts. They are unlikely to switch to a competitor. The main reason is that email data is held long term for compliance purposes. Customers often commit to longer contracts with the result the MSP experiences very high customer retention rates.

3. INCREASE AVERAGE REVENUE PER USER (ARPU)

When offering email archiving as a service, the MSP enjoys excellent retained margin. The ArcTitan email archiving solution is specifically optimized for MSPs and is designed to be easy to provision and hands off in terms of management as well as low on infrastructure usage. Revenue earned by offering ArcTitan email archiving provides the MSP with an excellent margin to maximize ROI. ArcTitan represents an excellent margin opportunity with a reliable and low maintenance service.

4. REPLACE OFFICE 365 LOST REVENUE

With customers rapidly moving to Office 365, this has changed business for many MSPs. Revenue and margin which used to be earned on the back of hosted email services has been removed. By adding additional services such as archiving and email security MSPs can replace that lost Office 365 revenue at an even better margin. ArcTitans cloud-based model allows it to augment the Office 365 service with message retention capabilities that extend beyond Microsoft's.



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5. EMAIL CONTINUITY

As email is mission critical, losing even a single message during an outage could cost your organization a lot of money. Your customers, still have the option to retrieve and send email from Arc Titan. Email operations continue by failing over using our cloud-based email continuity feature, users continue to send and receive emails, staying productive until your primary servers are back online. This allows timely access to information and ensures productivity is uninterrupted, even if the mail server is down. Also, in the case where an employee deleted a mail or their entire mailbox from Office 365, this email can be retrieved and restored from the ArcTitan archive.

6. WHITE LABELLING

With ArcTitan MSPs can easily rebrand the platform with your corporate logo and corporate colours to seamlessly resell it as a hosted service.

7. IMPROVED SECURITY

An emerging cyber-attack trend is shifting the paradigm for both cyber-security preparation and incident response: ransomware, breaches and phishing attacks targeting managed service providers (MSPs). This is, in part, because the size of these attacks can be an order of magnitude larger in terms of the number of customers under management by the MSP that can be simultaneously affected. Avoiding and effectively responding to these attacks both require significant coordination and preparedness on the part of both MSPs and their clients. Arc Titan's advanced email archiving, eDiscovery and email continuity solution is a critical service for today's cyber threats.

8) ASSIST GDPR COMPLIANCE

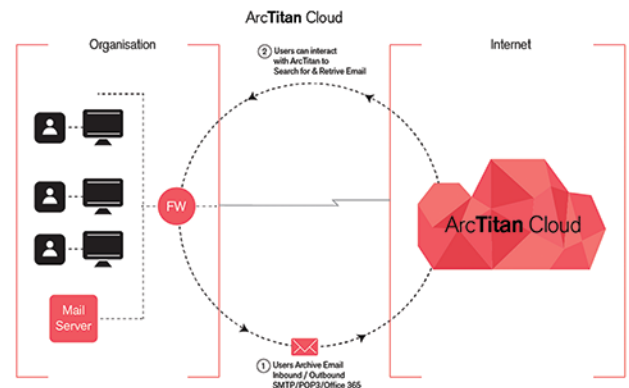
A big threat to the integrity of personal data is insider disclosure. Recent research reports internal actors were responsible for 43% of data breaches in 2018. Protecting personal data against threats of this nature can be difficult. Data Protection Officers have to be aware of accidental and malicious insider disclosure when compiling risk assessments and implement appropriate measures. One of the most effective ways of preventing insider disclosure is with an ArcTitan secure email archiving solution. ArcTitan copies each email as it enters or leaves the mail server, and stores it in encrypted format in a secure data centre - providing an immutable copy of the original document that is protected against both insider and outsider theft. Fast search and retrieval engines accommodate the GDPR requirements that individual personal data can be isolated and extracted when required, and deleted when its lawful purpose has been completed.

SUMMARY

ArcTitan is a white-label email archiving solution that allows MSPs offer secure email archiving as a service to customers, while you benefit from our generous recurring partner margins. Our support team will work with you to get your email archiving service set up so you can start offering ArcTitan as a service. We provide step by step instructions and support every step of the way. MSPs can trial ArcTitan free for 30 days, during the trial periods full email and telephone support is available. If you are happy, simply upgrade to a full account - no configuration changes required!

It's true small and medium business owners often feel they can't do anything about the data sprawl problems facing them - however this is not the case. There are many MSPs offering email archiving solutions like ArcTitan that are well within the reach of small-to-medium businesses while offering an attractive business opportunity to MSPs.

Safeguard your customers' most critical intelligence while earning generous recurring revenue. If you have yet to start offering email archiving to your clients contact the TitanHQ team today to discuss adding ArcTitan to your MSP technology stack.



How ArcTitan Works

