

# How To Get More Value From Exchange Online

Insight 

 Microsoft



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# What is Microsoft Exchange Online?

Microsoft Exchange has powered business email systems for more than a decade. Exchange grants the workforce access to enterprise-class email, calendar and contacts applications and it gives IT departments a high degree of control to maintain the security of communications.

The cloud-based Microsoft Exchange Online offers the same capabilities but without the constraints of on-premise architecture. Staff can access their emails on any device, updates are applied automatically, and data is stored in Microsoft's data centres.

As a result, users are given access to cloud storage to house their emails and the absence of physical infrastructure minimises maintenance requirements and enhances security. There is no impact on reliability as SLAs guarantee 99.99% uptime.

The adoption of a cloud-based email system can make organisations more flexible, improve cost-efficiencies and drive productivity among the workforce. In order to maximise the benefits of an Exchange Online deployment, there are a number of steps that organisations can take.



# How to maximise the value of Exchange in your organisation

## 1. Pair Microsoft Exchange Online with Outlook Online

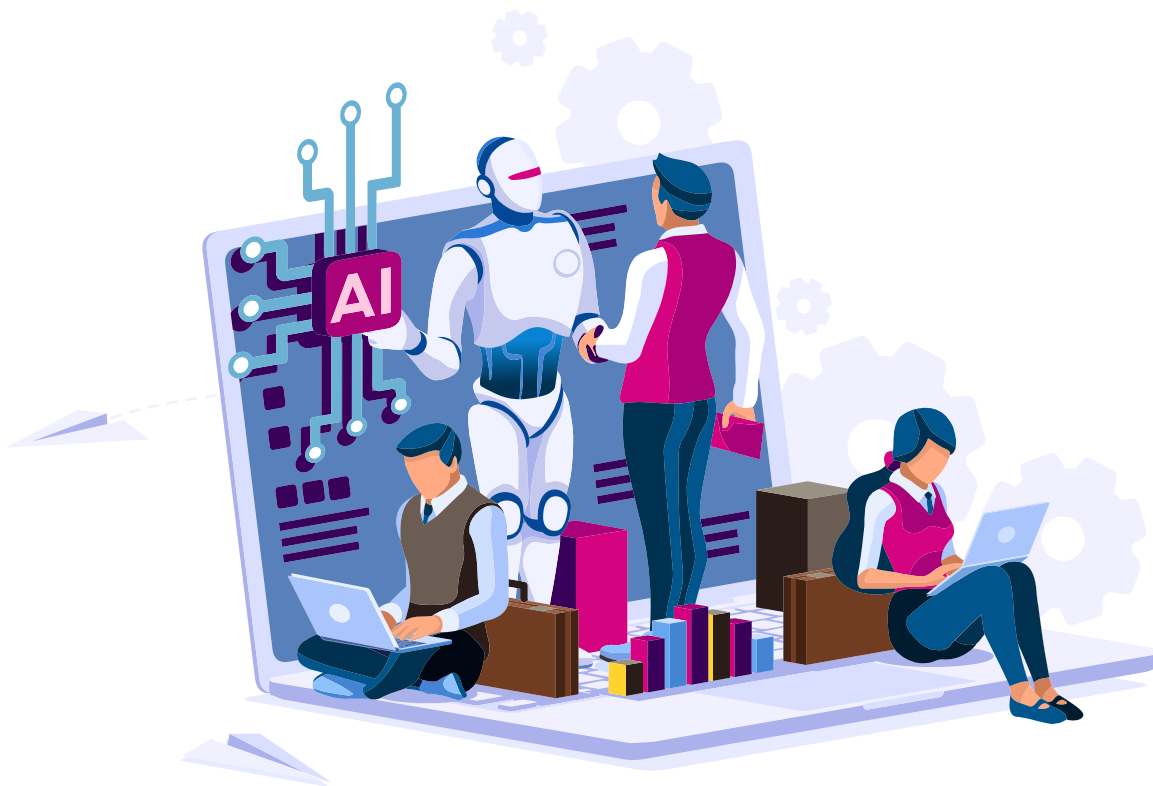
Exchange Online works with a wide variety of email clients but its potential is maximised when used in conjunction with Outlook Online. Microsoft Office 365 subscribers can gain access to Outlook applications for PC, smartphones, tablets and the web – allowing end users to access messages, contacts and calendars wherever they are.

The cloud-based version of Outlook offers intelligent features, such as smart search, scheduling assistants and automatic translation. There are also keyboard shortcuts, advanced meeting options, and LinkedIn integration – features that drive productivity and enable new forms of collaboration.

## 2. Maximise the collaborative possibilities of Office 365 integration

Integration with Office 365 goes beyond Outlook Online. Users have easy access to Word, Excel, PowerPoint and other productivity applications, as well as access to files stored on SharePoint or OneDrive. Exchange Online also works with Office 365 Groups, giving teams within an organisation access to a shared inbox for communications that works as a complement to the Microsoft Teams collaboration platform.





### 3. Exert control with powerful administration capabilities

The mobile workforce drives productivity but creates management and security challenges. Exchange Online's powerful administration tools make it easier for IT managers to exert control and enforce policies at a time when employees can access emails on any device of their choice.

Bring your own device (BYOD) tools allow organisations to easily on-board devices and bring them under the control of IT and Mobile Device Management (MDM) capabilities that permit administrators to configure rules for user devices. Staff can be required to encrypt their device and set a pass code and it's possible to remotely wipe a device if it is lost or stolen.

### 4. Automate time-consuming tasks

Through the automation of time-consuming, repetitive tasks, staff are available to work on higher value projects that benefit the organisation.

Automated Mail Flow Rules allow users to set policies for incoming emails. For example, messages from certain users or departments will be directed in a particular folder, while communications from senior management will play a particular sound. This reduces the amount of time staff spend navigating their inbox and ensures they are more organised.





## 5. Secure communications across any device

As security updates are handled by Microsoft, organisations can take advantage of Microsoft's multi-billion-pound investments in cloud security and can be confident the most up-to-date version of Exchange is being used.

Spam filters block harmful messages from reaching users' inboxes, while multi-factor authentication and support for Single Sign On (SSO) further enhance security. Data Loss Prevention (DLP) policies stop employees from accidentally sharing sensitive information through unauthorised third-party applications. These policies will alert offending users if they attempt to include something like credit card numbers in a message. It's also possible to require approval from a manager for an outgoing message that contains such information.

Encryption is enabled by default, protecting incoming and outgoing messages from threats and ensuring data is guarded on any device. This means that if an employee does lose a smartphone, tablet or PC with access to corporate email, the organisation's data is safe.



## 6. Ensure compliance through dedicated tools

If your team handles sensitive data, then it needs to be stored and handled appropriately. This is especially true of organisations in regulated industries and any business that processes the data of European citizens, and therefore needs to be compliant with [GDPR](#).

Microsoft's cloud infrastructure and services are compliant with a variety of country and industry-specific standards – such as those covering the legal, healthcare and public sectors. If an organisation needs to store data in a particular country to ensure it can adhere to local data residency laws, then it's possible to store data related to an individual account in a specific data centre around the world using [Office 365 Multi-Geo](#).

Some businesses are also required to retain or delete data held over a certain period of time, while others are required to ensure messages are accessible in the event of an investigation. However, maintaining compliance in this area can be complex and time-consuming. Exchange Online takes some of the hard work away through [archive and deletion policies](#) and through holds. Holds are rules that can be placed on particular emails that must be retained for compliance reasons. This ensures a copy is kept somewhere on the Microsoft Cloud, regardless of policy or if a user deletes the message from their inbox.

Should a regulator or law enforcement agency require access to any data, [eDiscovery](#) is boosted by federated search and integration across Exchange, SharePoint and archived Lync content within a single user interface. This works across mailboxes hosted on-premise and those hosted in the cloud.



# Cloud-based email

Exchange Online delivers the same features for both administrators and end users that have made the on-premise version a fixture in the enterprise world.

Cloud infrastructure and Office 365 integration augments and enhances these capabilities to make organisations more efficient and secure.

Email isn't going anywhere so it's important that organisations have access to the best possible applications and infrastructure. With Microsoft Exchange Online, businesses spend less time managing systems and policies, and more time getting work done.

For tips and tricks on how to utilise the application more effectively, read ['The Smarty Pants Guide to Exchange Online'](#).

