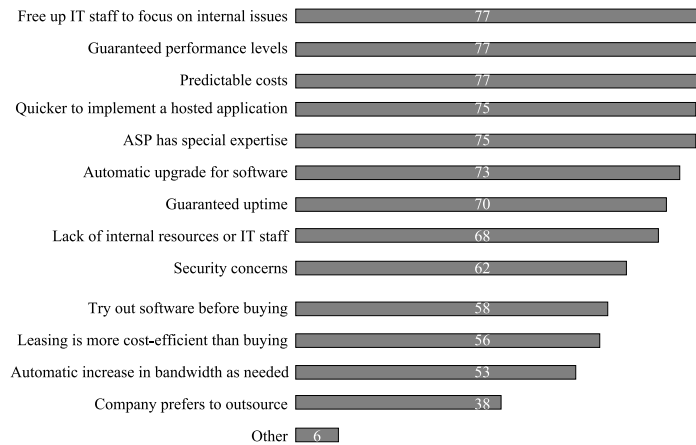


## Is Outsourcing Your E-mail The Right Call?

### Top Reasons for Using ASPs



Source: Information Resource Groups and Robertson Stephens estimates % of respondents



(NAPS)—Whether it's communicating with employees, customers or suppliers, more businesses are getting the message—in an e-mail.

According to experts, more than 2.5 trillion e-mail messages were sent worldwide in 2000 and that number is expected to grow to almost 9.2 trillion by 2005.

Small and mid-sized businesses have three basic options for keeping their employees and customers connected when it comes to e-mail:

1. Use the e-mail system that comes bundled with the company's Internet service. While simple, this option doesn't offer company-branded e-mail addresses (i.e., [employee@company.com](mailto:employee@company.com)). Also, it's usually not scalable. This means it won't be able to grow with the business as the business grows.

2. Build an in-house e-mail system. This can be expensive, requiring companies to invest in hardware, software and personnel to manage the system.

3. Outsource the task to a messaging ASP. Messaging ASPs are third-party e-mail specialists that manage business e-mail in dedicated data centers.

Messaging is all they do, so small and mid-sized businesses have access to reliable, secure and feature-rich e-mail messaging without all of the hassles associated with running an e-mail system on-site.

Outsourced messaging is also scalable. As a business grows, its e-mail grows without additional software and hardware purchases.

For example, one messaging ASP provides businesses with a branded e-mail address for each employee, a customized Web-based e-mail client and a full suite of the most advanced e-mail features and functionality.

"E-mail is a mission-critical communications tool and a necessity for doing business in today's global economy," said David Ramon, president and CEO of USA.NET, the global e-Messaging Service Provider.

Said Ramon, "Outsourcing e-mail to a messaging ASP enables businesses to have a reliable, globally-accessible business e-mail solution without any headaches."

For information on how you can outsource your e-mail, visit [www.usa.net](http://www.usa.net) or call toll-free 1-866-670-7056.