

FabMax™ Features and Benefits Matrix

Extracting every benefit from features and functions

Example: Managed email security



TECHNOLEDGE TOOLS

This is the first page from a client document. The names has been changed and the content is confidential.

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What – Feature	Does it mean – Benefit	To whom
Integrated best of breed services	<p>Always up to date - peace of mind</p> <p>Ability to gain latest technology without effort/research - convenience</p> <p>One agreement for many providers - convenience</p> <p>Easy/seamless substitution of superior functionality – peace of mind, saved time</p> <p>One provider (CT) is responsible for success of whole solution = peace of mind, accountability</p> <p>CT is independent - no vested interest, best solution always available = peace of mind</p> <p>Ability to gain the best of each functionality, rather than being tied to one provider with mixed offerings = freedom, security, peace of mind</p> <p>No integration/compatibility/responsibility issues or costs – cheaper, better outcome, peace of mind</p> <p>Less or no downtime in integration etc – saved \$ and time</p> <p>Single fee for multiple services = value, peace of mind</p>	Mostly SMEs – larger enterprises with their own IT depts would source and integrate their own best of breed
Focused on managed communication and collaboration services	<p>Expertise in this area = good advice, peace of mind</p> <p>Likely to know and access the best services rather than just any – peace of mind</p> <p>No capital costs = saved money, tax benefits</p> <p>Fees based on number of users = variable, cost effective to grow</p> <p>Dramatic reduction of demand on email system = faster, cheaper to run, less downtime</p> <p>Far lower email traffic due to removal of malware/spam etc = far cheaper to run</p> <p>Operates outside the company's network = providing independent certainty</p>	SMEs (especially in non technical environments/products/services) who don't know a lot about security, and need a trusted adviser
External email hosting	<p>No need for mail server = no setup or maintenance = saved money</p> <p>Reduced need for internal IT resource = saved money</p> <p>Simple operational cost, no extras, complications = financial, tax benefits</p> <p>For growing businesses, no need for extra email server = saved \$</p>	Especially smaller businesses – either starting out with limited resources or low internal IT resource
External email archive	<p>No need to clog up system with old emails = faster system, fewer system crashes</p> <p>Access to archives when needed – convenience and peace of mind</p>	Especially smaller businesses – with limited email capacity and inexperienced users with multiple backups on desktop – or none
External email filtering	<p>Identify and control confidential, malicious, inappropriate content sent/received – peace of mind</p> <p>Access to world class capability – at a fraction of the cost to buy it yourself</p>	Especially smaller businesses unable to afford effective high end systems