![puremail logo]

Puremail vs. Other Solutions – A Comparative Analysis

Puremail goes beyond traditional spam/virus filtering, and addresses various critical challenges of enterprise email management. Puremail provides a redundant email infrastructure in the cloud - mirroring enterprise's on-premise email system. In addition, Puremail provides seamless integration and synchronization with various email client/server applications (Outlook/Exchange, smart-phones) - enabling enterprises to transition from "self-hosted" email to fully managed service in the cloud.

This all-encompassing approach distinguishes Puremail from other email security solutions. Here are a few key differentiators between Puremail and other cloud-based solutions:

- **Email Continuity and Disaster Recovery**

    Most cloud-based email security solutions simply "filter and forward" email to customer's on-premise mail-server. In the event email can not be delivered to customer's mail-server, some cloud-based solutions may hold it in a "temporary" spool/queue for a short period of "rolling days". During this failover period they may provide limited web-access to ONLY those queued messages – but NO access to email sent/received prior to failover. Therefore, users do not have full contextual history of their email conversations (threads) which often span long periods. This severely limits users' ability to carry-on any meaningful communication during prolonged outages.

    On the other hand, **Puremail acts as "Always ON" standby email system**, so that users have full access to ALL their email in the event of system failures and disasters. Puremail provides:
    - Continuous "real-time" backup of incoming and outgoing email
    - Outlook, smart-phone/mobile connectivity – users can simply point their personal email devices directly to Puremail - and send/receive messages using their existing email setup
    - Full featured web-based email system – enabling users to access their inbox from anywhere; as well as reply and send messages using their official email address
    - Seamless recovery and synchronization with on-premise mail-server after disaster is over

    ✔️**Puremail ensures business continuity - under virtually any condition**

- **Archival of Legacy Email**

    Most cloud-based email solutions provide archival of new messages that are received/sent AFTER deploying their service. However, they do not offer archival of old messages (received/sent prior to deployment). This approach does not help, since most enterprises have several years of legacy email stored on their mail-servers. Therefore, enterprises typically end up using separate archival solutions for legacy and new email. These solutions are often mutually incompatible - thus creating operational inefficiencies, and raising overall ownership costs.

    Puremail's proprietary **Secure Message Archival and Retrieval Technology (SMART)^{TM}** enables enterprises to transfer their old email from Outlook/Exchange into Puremail hosted secure archives. SMART provides flexible and customizable archival options - e.g. customer can activate archival only for selected users, and chose a desired archival frequency. These archives are compressed into individual ZIP files, which are available for download (or burn onto CD/DVD).

    ✔️**Puremail provides "seamless" solution for long-term email retention**

- **Complete Messaging Server in the Cloud**

    Typically, cloud-based email security solutions require that customer must also "own and maintain" a mail-server which needs to be always up-and-running in order to accept filtered email.

Unfortunately, this places ALL the burden on customer's mail-server - making it the weakest link and most vulnerable single-point-of-failure.

In contrast, **Puremail offers a complete messaging platform** in the cloud - fully compatible with various email client and server applications. Puremail also provides seamless message and folder synchronization between multiple personal devices (smart-phone, office and home computers). This enables enterprise users to connect directly to Puremail, and access their email from anywhere anytime - without the need for their own mail-server. **This also facilitates a smooth transition from "self-hosted" mail-server - to externally hosted and 24x7 managed service**. For example, an enterprise may continue to use its existing mail-server, while gradually moving and synchronizing its email to an external "standby" system managed by Puremail. Once the transfer is complete, the enterprise can switch to Puremail as its "primary" email system, and phase out its own mail-server. **This minimizes the cost and complexity of system migration, and eases the transition to complete "outsourcing" of enterprise email management**.

✔️ **Puremail eliminates the need for enterprises to own and maintain a mail-server**

- **24x7 Surveillance**

  Most email security solutions focus primarily on virus/spam filtering - but do not address other important aspects of enterprise email.

  Puremail takes a "holistic" approach to ensure the stability and integrity of enterprise email systems. Puremail remotely monitors customer email systems (mail-server, gateway and network) - and provides early warnings of potential vulnerabilities. This proactive approach enables customers to take prompt corrective action, and prevent further damage. Puremail alerts customers if they have a network outage, hardware or software failure. Puremail also provides instant notification if customer email systems are abused to transmit unauthorized content. As a result, security and integrity of customer email systems is never compromised.

  ✔️ **Puremail acts as an external "watch-guard" to ensure end-to-end security**

- **Delivery Assurance and Message Tracking**

  Increasingly, businesses use email to send important time-critical documents (e.g. invoices, contracts, etc.). However, they have no way of knowing if their sent email was received by the other party. Also, email may be rejected by the recipient if sender is not fully compliant with new Sender-ID authentication and reputation standards. This often results in lengthy follow-ups, delayed payments, and lack of trust between the parties.

  Puremail provides end-to-end message tracking, and captures electronic signature of the recipient with time-stamp. Also, Puremail adds its up-to-date security credentials and "seal of authentication" to sent email - so the recipient sees it coming from fully compliant, trusted source.

  Puremail adds credibility to customer's outbound email and provides third-party validation:
  - Sender Authentication - the message actually originated from the claimed sender (domain/IP)
  - Proof of Mailing - the message was relayed via a secure third-party carrier at a verified time
  - Proof of Delivery - the message was delivered to the recipient at a verified time
  - Read-Receipt - the message was opened by the recipient at a verified time

  In addition to scrubbing outgoing email for malware, Puremail also screens it for common spam language - and warns customer if message is likely to be blocked by other spam-filters.

  ✔️ **Puremail guarantees message delivery with traceable proof**

In summary, Puremail combines various aspects of enterprise email into a vertically-integrated managed service providing enhanced security, accountability and productivity.