



## **Zix and Microsoft:**

How Zix Helps Businesses  
Maximize Their Investment  
in Microsoft



Microsoft 365 is the top business productivity service available today. Microsoft has invested billions in attempting to provide every service a business needs to be successful, including security. In fact, even Gartner states “by 2023, at least 40% of all organizations will rely on built-in protection capabilities from cloud email providers as the main line of defense.” However, this presents a challenge for companies like Microsoft. In trying to be everything to everyone, the expectations of what Microsoft promises doesn’t always meet their reality. At a high-level, growing businesses have 5 expectations when investing in Microsoft Services.

1. Ability to stay productive whether at home or in-office
2. Being protected against the latest threats
3. Never worrying about violating the law or being sued
4. Obtaining the cheapest price
5. Receiving immediate help when needed

This is where Zix can help. We provide the missing puzzle pieces to bridge the gap between a business’s expectations and reality, so that you can maximize your M365 investment.

## 5 Ways Zix Helps Meet Your Expectations:

- 1. Providing business resilience and continuity** — even when M365 services are interrupted, you are still able to communicate (at least via email) and use your data to keep the business online.
- 2. Providing peace-of-mind security** — as sophisticated threat groups target growing businesses, a second layer of email defense (along with a team of threat experts that can help immediately respond) is a necessity.
- 3. Providing simple, fast, value-based compliance maturity** — compliance is becoming more and we can help remove indecisiveness and configuration fatigue.
- 4. Helping you navigate the Microsoft bundles** — you’ll know exactly what you need, where you can save money, and where you need to supplement their technology.
- 5. Providing phenomenal care** — no issue or customer is too small to provide 24/7, live customer care and support to every contract.

# How Zix Delivers Cyber Resilience in Times of Critical Need

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## WORK PRODUCTIVITY



**Expectation:** Ability to stay productive whether at home or in the office.

Businesses expect that, to keep their employees productive, they will have access to M365 services and their data nearly 100% of the time. They also expect to never lose any data due to an interruption.

**Reality:** Microsoft does not guarantee access to their services or your data 100% of the time, nor are they liable for any data loss as a result of a service interruption, accidental or intentional deletion.

1. The details of Microsoft's liability and their recommendation to ["regularly backup Your Content and Data that you store on the Services or store using Third-Party Apps and Services"](#), is clearly stated within the Microsoft Services agreement.

**Translation:** You can lose business critical data anytime M365 services are unavailable.

2. Further, within Exchange Online, [point-in-time restoration of mailbox items is out of scope for the service](#).

**Translation:** If your users accidentally delete business critical email or if your mailboxes are corrupted due to a successful compromise, you lose that data.

3. The guaranteed [Service Level Agreement](#) for Microsoft services such as Exchange Online is 99.9%. Yet, there have already been 15 service interruptions of Office 365 in 2021 already.

**Translation:** You will lose the ability to collaborate and productivity will decline.

## How Zix Helps to Meet Expectations: Zix provides confidence in using M365 services and storing your data on their system.

Zix can back up your M365 data so you will never lose it. Regardless of whether the data loss was accidental, malicious, due to a synchronization error or breach, you will always have a clean copy of your data so that you can keep your business going. You can also export your data to a custom site or Amazon Web Services so, even if the entire Microsoft infrastructure is interrupted, your business will not be.

Zix Email Continuity will provide you with an option to continue communicating with your customers and partners. While many of your methods of business communication are down, you'll have at least one guaranteed option to staying connected. Ultimately, you'll have the peace-of-mind to leverage all of the great things Microsoft has to offer without having to rely on them 100% of the time.





EXPECTATION



REALITY

### **Expectation:** Being protected against the latest threats.

Businesses expect to be protected against the latest threats at all times. Particularly when news of an outbreak is reported, they want peace-of-mind knowing that Microsoft is looking out for their interests. When the organization is specifically targeted, they expect Microsoft to be responsive with any security inquiries.

### **Reality:** Microsoft *'You get what you get and you don't get upset'* security.

Microsoft has spent millions investing in security, and for many businesses they do a good enough job...on most days. Unfortunately, on the days they don't, you are stuck.

On these days, who are you turning to? Unless you've invested heavily with Microsoft, effectiveness on any given day is what you get and attempting to work with Microsoft to improve your security posture can be challenging.

## How Zix Helps to Meet Expectations: Zix enables a multi-layered prevention and response strategy for peace-of-mind protection.

The recent Solarwinds attack is further evidence that a multi-layer defense strategy is necessary. Particularly when it comes to the top attacked vector—email. Sophisticated, nation-state threat actors like APT29 (aka CozyBear), are targeting businesses of all sizes and using [spear phishing attacks](#) as the initial threat vector. To employ a multi-layered defense strategy organizations need:

1. Dual-layered protection technologies that are designed to stop malware, ransomware, phishing, and impersonation.
2. 3rd party real-time security monitoring, alerting, and automated remediation.
3. A responsive partner that immediately response with live assistance 24/7.

By relying on Microsoft alone for security, a multi-layered defense and response strategy is impossible. Zix helps by providing solutions like Advanced Email Threat Protection, Security Audit, and Phenomenal Care to assist M365 security on those bad days.





EXPECTATION



REALITY

### **Expectation:** Never worrying about violating the law or being sued.

Business leaders expect to run their business without fear of breaking the law or being sued. They need to balance the ability to prevent these risks with the ability to conduct business at a pace that their customers, partners, and employees expect. They reasonably expect tools that are simple to use, fast to deploy, and exponentially reduces the probability of a violation.

### **Reality:** Microsoft *'everything-but-the-kitchen-sink'* compliance.

Microsoft Compliance Manager can be an effective tool to help organizations define and align to their compliance framework. Unfortunately, most growing businesses do not have an in-house expert that can effectively translate the business requirements with the technical implementation. To put it into perspective there are over 2,323 pages of documentation related to Microsoft Compliance Manager alone! Additionally, when it comes to executing product specific tasks like 'Setting up a Hold' there is a laundry list of options that don't make the configuration very intuitive, such as:

1. First, what type of Hold are you setting up? Litigation Hold, eDiscovery Hold, In-place Hold, an M365 retention policy?
2. Next, how do you reconcile if you have the right license for the functionality that you need? Yes, you have Exchange Online but did you know you need Plan 2 to enforce a mailbox hold?
3. Will the Litigation Hold be mailbox-based, content-based, recipient or sender-based, other? Mailbox-based is straightforward but if you are considering other requirements, you've increased your configuration steps tenfold.

4. Finally, what if you want to apply the Hold to other data sources? First, you'll need to review documentation to see which ones can be applied together and which ones must be setup separately, before even applying the hold.

This is just a snapshot of what must be considered, but unfortunately Microsoft complexity doesn't help.

## How Zix Helps to Meet Expectations: Zix simplifies data protection and archiving to get you to compliance, faster.

Zix Secure Cloud with Advanced Email Encryption, Secure File Sharing, and Information Archiving is purpose-built with four goals in mind:

1. Include migration services into our service to onboard faster:

**Example:** Manage Advanced Information Archive includes Migration-as-a-Service.

2. Simplify the interface and reduce the number of configuration options to deploy faster:

**a. Example:** A single page to configure a policy to detect sensitive information and encrypt this email.

**b. Example:** A single configuration page to setup a litigation hold that can be enforced based on user, content, or across multiple data sources.

3. Automate the responsibilities of the end-user to enforce faster:

**Example:** 'Best Method of Delivery' encryption so that the user does not need to decide on what to encrypt.

4. Provide access to 24/7 live support line for every customer and partner to resolve issues faster:

**Example:** We have a documented 97% first-call technical resolution to every problem that a customer or partner calls about.

Finally, as your compliance requirements mature, we'll help you with your transformation, toward leveraging the feature-rich solution within Microsoft Compliance Manager.





EXPECTATION



REALITY

### Expectation: Cost savings.

Businesses expect a cost savings because they are paying for only the services and products they use.

### Reality: Businesses are paying for products and services that may never be used and that don't meet their strategic needs.

Microsoft will change the names, services, products, and functionality within a bundle with little to no notification. This often causes confusion about which bundle to choose. Microsoft will also change prices regularly and while many of their bundles sound attractive, for customers with little to no resources for implementation, are left with hidden costs associated with implementation. Additionally, customers who are not up-to-speed with the changes will purchase a bundle and later find out that while the right product is included, you need the "advanced" version at a greater cost to gain the functionality originally required. For example:

1. **Did you know?** Microsoft provides email encryption as part of M365 Business Premium, E3, and E5 bundles. However, only E5 provides the ability to allow multiple branding templates for customizing the encryption portal user experience. If you wanted this single feature, Microsoft requires that you add on E5 compliance which would increase your cost by 50%!
2. **Did you know?** Microsoft has a wealth of security solutions that are closely branded, have changed names multiple times over recent years, and add multiple-levels of plans that are included in multiple levels of bundles. Do you know the difference between Office 365 Advanced Threat Protection, Windows Defender for Office 365, or Windows Defender Advanced Threat Protection, Advanced Threat Analytics, or Office 365 Threat Intelligence?

3. **Did you know?** The in-place archive provided by Exchange Online is not a compliance grade archiving solution that incorporates Litigation Holds, eDiscovery, or 3rd party sharing.

These are just a few examples of the hidden costs.

## How Zix Helps to Meet Expectations: Zix is your trusted Microsoft advisor for optimizing cost.

Zix team members and their partners work to understand your challenges and align them with the right bundles, add-ons, and supplements at a cost that fits your budget and business goals:

1. **We simplify the decision-making process and outline cost benefits.** We explain which services, products, and features are included in each Microsoft bundle and which bundle or add-on is best for your business. We'll go further by making recommendations on how best to supplement these services and lay out the cost benefits.
2. **We recommend options to enable strategic thinking.** Understanding the principles of how you manage and grow your business is critical in making the correct recommendation. Many organizations subscribe or aspire to reach a level of maturity from a digital transformation, security or compliance perspective. Whether you use the Digital Transformation Index, NIST Cybersecurity Framework or GRC Framework, we can help make recommendations based on these principles.
3. **We help you balance cost, resources, and time-to-value.** In a vacuum, Microsoft M365 has just about everything an organization needs. However, to navigate every configuration option and tune the system to the exact specifications that an organization requires would realistically take years. Does your business have that luxury of time? We recognize this balance of using Microsoft and other solutions such as ours to simplify your deployment - without breaking the bank, putting you at risk, and keeping your workers productive.



EXPECTATION



REALITY

### **Expectation:** Immediate live support.

Businesses expect to be treated like a valued customer and for their support issues to be resolved as quickly as possible.

### **Reality:** Immediate live support is reserved for the customers that pay a premium.

Unless you've invested millions in Microsoft or have explicitly purchased a top-level support contract, you'll be relegated to chatting with a message bot, navigating a phone tree, asking questions on a forum, or reviewing thousands of pages of manuals. Free Microsoft support is non-existent and for those days where a malware attack occurs, the service is interrupted or the software breaks, your business will suffer.

### **How Zix Helps to Meet Expectations:** Zix treats every customer like a VIP.

There are no call trees to navigate, no neverending help articles to dig through. Call the Phenomenal Care line 24/7 and be greeted by a live person every time. Further, there are no levels of support. Once you contact our Phenomenal Care, you connected with a technical expert who will help you resolve your issue on the very first call 97% of the time. It is why we have a near 100% customer retention rate and a NPS score more than double the industry average. We treat every customer and partner like they are a VIP.

# In Conclusion

**Zix and Microsoft:** One of the Longest Standing Partnerships in Software

- #1 B2B provider of M365 in North America
- >14,000 successful M365 migrations
- >90,000 joint customers
- 97% first call resolution on M365 support calls
- Longest running CSP Program
- Long-standing member of Microsoft PAC
- ~20 year relationship

