

Microsoft Exchange Server 2003

Mobility

A guide for business decision makers

Abstract

The Microsoft® Exchange® Server 2003 product provides significant enhancements over Microsoft's previous email and collaboration software. This document focuses on the real business benefits that Exchange Server 2003 offers through the provision of advanced features that support *workforce mobility*. Wireless, mobile devices are seen as tools to improve mobile workforce productivity, reduce operational costs, and increase customer satisfaction. Turning these potential benefits into a business case that justifies the expense has been a challenge for many organisations. This paper is intended to assist you in identifying the value of these mobile devices in your organisation.

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1. Document Management

1.1. Document Control

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2. Contact Details

Eurodata is number one for Microsoft solutions and is one of the few companies to obtain the prestigious level of Microsoft Gold Certified Partner.

You benefit directly from our 9-year relationship with Microsoft through in-depth access to exclusive resources and early product information. To keep you up to date with current and new Microsoft technologies, we hold regular customer briefings and we use the sophisticated Eurodata Systems test lab to evaluate Microsoft Beta software.

For further information on our Microsoft Solutions portfolio please go to www.eurodatasystems.com or call 020 7619 1500.

3. Introduction

There are millions of people who work outside a typical office setting. In many cases they use inefficient or costly tools and time consuming processes in order to complete their tasks. Mobile technology advances are converging to improve this situation. The integration of wireless connectivity, found in cell phones and pagers, with computer applications is providing a selection of new, small mobile devices that have shown promise to enhance the effectiveness of a mobile workforce.

Many organisations are evaluating the benefits of migrating to Microsoft® Exchange® Server 2003 from an Exchange Server 5.5, Exchange 2000 Server, or other messaging infrastructure. As part of the evaluation, they are reviewing how the new features and capabilities of Exchange Server 2003 translate to reduced total cost of ownership (TCO) and a greater Return on Investment (ROI) from their messaging infrastructure.

Microsoft Exchange Server 2003 is the most feature-rich, most reliable and the most secure mail product offering from Microsoft to date. One area in which Exchange Server 2003 offers tremendous benefits over its predecessor is in the area of *mobility*.

This document is comprised of four sections that address the following key questions regarding mobility:

- What is 'mobility'?
- How are advances in technology enabling mobile solutions?
- What can Microsoft® Exchange Server 2003 offer?
- How can mobility help your organisation?

This document presents some of the business benefits of Exchange Server 2003 mobility and the value of selecting Eurodata to help in establishing your mobility infrastructure.

4. 'Mobility' Explained

Mobile workers have serious technical challenges associated with their lifestyles. As they travel from location to location, they need to remain in contact with colleagues and customers, sharing information, just as they would in the office. Yet their circumstances can be constantly changing, with different degrees of computer connectivity to their corporate network. Mobile workers may experience any or all of the following connectivity scenarios during the course of the day:

- Full corporate access over a LAN or WAN.
- Broadband connectivity.
- Dial-up connectivity.
- Wireless connectivity.
- No connectivity (e.g. on airplanes or in an area with no wireless coverage).

To meet these challenges, organisations have the opportunity to enhance *mobility*; to provide an environment where the effective mobile worker can switch seamlessly between all of these environments without losing data and preferably with minimal effort.

Organisations can expect to realise different degrees of business benefit depending on the nature of the mobility solution implemented. The more advanced and typically more valuable use of mobility is when it is deployed to support specific business processes. For example, a company may implement mobility solutions to support sales, field service, inspection, delivery or tracking processes in order to realise efficiency gains. However, the more bespoke mobility solutions tend to have a higher cost associated with their development and implementation.

Exchange Server 2003 offers all organisations a 'ready made' and relatively inexpensive mobile messaging and collaboration solution that avoids the need for bespoke development or advanced configuration. However, before looking at the specific benefits that Exchange Server 2003 offers in the area of mobility, it is important to highlight recent changes in technology that help enable mobile solutions. Four industry trends are enabling mobile devices to become a mainstream tool for business solutions as described next.

4.1. Extending Your Organisations' Systems

Organisations have been making their operational data available to more users over time. This trend started with mainframe-based data being accessible via a desktop PC. The PC has also enabled broader access to new data sources including resources that reside on the Internet. This data can now be accessed and updated on smaller, more mobile, devices thus extending the existing infrastructure. Many existing business systems are being extended through Web-based applications that are accessible from handheld devices.

4.2. Wireless Computing Convergence

Mobility usage started with single function devices such as cellular phone handsets, text pagers, bar code readers, walkie talkies, and Personal Digital Assistant (PDA) organisers. These functions, along with business applications are becoming available in converged PDA and cell phone devices. The Pocket PC Phone Edition provides support for a calendar, contacts, email, multimedia, and business data along with a built-in phone in this PDA-sized device. The Windows Powered Smartphone supports a combination of voice and data functions but in a smaller cell phone-sized device. These

integrated devices help to reduce the costs and decrease the complexity associated with outfitting a mobile workforce.



Smartphone



Pocket PC

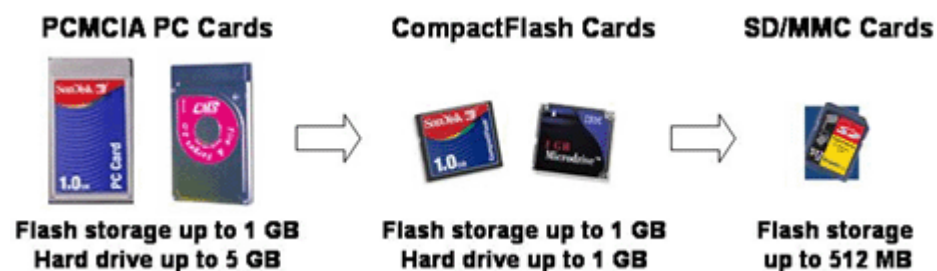


Pocket PC Phone Edition

Handheld devices have evolved rapidly over the last few years, offering powerful features only previously available in desktop computers. Mobile devices are finally reaching a level of maturity that is likely to support wide scale adoption. Gartner believe that “By year-end 2004, the Microsoft smartphone will be good enough to be a candidate for a corporate standard.”¹ Interestingly however, the PDA market actually shrank in 2003, which may be attributable to the fact that smartphones have many similar PIM functions to PDAs and that sales of these devices may be starting to erode low-end PDA sales.

4.3. Higher Capacity Data Storage Media

Devices used in business may need to store a large amount of data. Due to the advances driven by digital camera adoption, smaller cards with increasing storage volume are available for Pocket PCs and smartphones. Ready access to up-to-the-minute data can save costs (for example, avoid an additional customer visit), speed up business processes, and build customer trust.

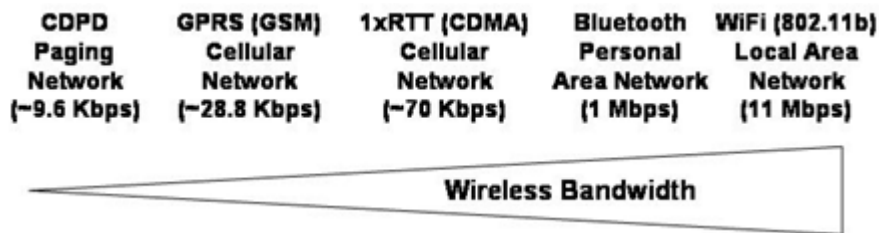


¹ "The Mobile Scenario", Nick Jones, Gartner 2004

4.4. High Speed Wireless Networks are Available

One of the interesting developments in the last 12 months has been the growth of domestic wireless networking. Initially this has been predominantly for distributing broadband throughout the home, but in the next few years, a variety of consumer devices will acquire short-range wireless networking.

Wireless bandwidth itself is increasing for local and wide area connectivity which supports the higher data transfer demands of business applications such as e-mail with attachments, multimedia content, and Web services. Wireless operators are expanding the coverage, reliability, and data capacity in their phone networks as well as adding specific data services such as that for wireless email. The ever-expanding reach of business services is opening up more revenue-generating opportunities.



4.5. Anytime, Anywhere

The mobile revolution has been enabled by the simultaneous evolution of a set of key technologies such as phone networks, Wireless LANs (WLANs), Public Access Networks (PANs) and software infrastructure. These recent advances in technology have made the prospect of 'anytime, anywhere' computing a reality.

Gartner recently conducted its annual survey of CIOs and found that mobility spending will continue to grow above the general level of IT spending because the average position of mobility in the CIO's technology priorities is rising. Industries in which mobility is projected to be in top 3 CIO priorities in 2007 include construction, telecommunications, non-profit organisations, retail and service industries.²

² "The Mobile Scenario", Nick Jones, Gartner 2004

5. Exchange Server 2003 and Mobility

Successful companies communicate quickly and efficiently. Most recognise that e-mail is a mission-critical component to communication, and that they must have it available in order to work and collaborate productively. A survey by the market research firm META Group³, found that of 387 businesspeople surveyed, 80 percent believed email was more important than the telephone in communicating with co-workers, customers, or partners. Just as surprising for META analysts were findings that 74 percent of the respondents believed being without e-mail would present a greater hardship than losing telephone service.

Email has clearly become an indispensable business tool. Furthermore, in today's competitive business environment, Information Workers require ever greater access to their email in order to help their organisations succeed. *By extending the reach of this crucial service, Exchange Server 2003 helps increase Information Worker productivity and increase ROI.*

Microsoft Exchange Server 2003 has built-in mobile features to help companies provide high business value by facilitating mobile computing scenarios. The Exchange Server 2003 features span three broad areas:

- **Built-in support for Windows Mobile-based devices**, browser-equipped mobile phones, and Exchange ActiveSync-enabled devices.
- **Unified access to corporate personal information manager (PIM)** data from the Internet and intranet on a broad range of devices.
- **Optimising for low-bandwidth and offline situations.**

These benefits are explored next.

5.1. Built-In Support for Mobile Devices

Exchange Server 2003 has mobile features integrated into the product. Previously, Microsoft made most mobile functionality available only in its separate Mobile Information Server 2002 product. However, core mobile features and scenarios are now supported that were never offered previously. This integrated approach means that:

- **Organisations do not need separate deployments** for mobile features nor do they need to purchase or maintain separate mobile servers. Mobile features are now enabled on all Exchange servers.
- **Users can use Outlook, Outlook Web Access, and Exchange ActiveSync features by default.** Outlook Mobile Access and up-to-date notification can be used (although these are not enabled by default).
- **Administration costs are reduced** because advanced functionality such as enabling mobile features on a 'per user' or 'per Exchange organisation' basis exists using the same management tools that are used to manage user accounts and Exchange servers.

A mobile worker may want to access information held on Exchange Server 2003 using a variety of devices. These devices may be holding offline information that has previously been synchronised; however, increasingly the information will be accessed online and wirelessly, through a mobile phone or PDA. In recognition of this, Microsoft has introduced a number of new technologies and has anticipated a much wider range of devices to be used in conjunction with this new version of Exchange.

³ <http://www.metagroup.com/letter/eMailvsPhone.html>

5.2. Outlook 2003 Low-Bandwidth Enhancements

Often, mobile workers are faced with a situation where wireless connections are unavailable or network bandwidth and throughput is less than they would like because they may be connecting over a land-based telephone line. Exchange Server 2003, working with Outlook 2003, has a number of features to help a mobile worker remain productive in these situations.

5.2.1. Microsoft Outlook

Microsoft Outlook is generally the preferred client when users have continuous access to their Exchange server over a corporate network. Outlook 2003 is designed for optimum performance with Exchange Server 2003, giving users the best of the online and offline experience through its ability to *detect network connection speed and optimise Outlook performance accordingly*.

In the automatic setting, Outlook 2003 adapts its performance depending on the network speed by displaying either a preview of a message or the full message. These new performance and usability enhancements enable the use of Outlook 2003 on the road, and shield users from poor network speeds and connections as well as reduce the overall complexity of using Outlook in mobile scenarios.

5.2.2. Microsoft Outlook Web Access

In many low-bandwidth environments, Outlook Web Access is an obvious solution. With Exchange Server 2003, core changes have been made to Outlook Web Access that improve the performance of the client. These changes include **bandwidth reduction, user interface redesign; improved user performance and network compression**.

Overall, these changes provide a dial-up logon experience that's almost 70% faster than with Exchange 2000 Server. Other common operations (such as deleting and moving messages) are more than 60% faster for dial-up users or when connected over a dial-up or low-bandwidth wireless network.

5.3. Using Outlook to Access Corporate Information over the Internet

In addition to problems with the amount of available bandwidth, mobile workers often are unable to connect directly to the corporate network. They may be *using a net work inside another company, using a public kiosk, or connecting from a hotel room*, for example.

In previous versions of Exchange, using the full Outlook client connecting over the Internet required a corporate Remote Access Service (RAS) or a Virtual Private Network (VPN) connection. Now, Outlook 2003 running on Microsoft Windows® XP can connect to Exchange Server 2003 running on Windows Server™ 2003 over the Internet without the need for a RAS or VPN connection.

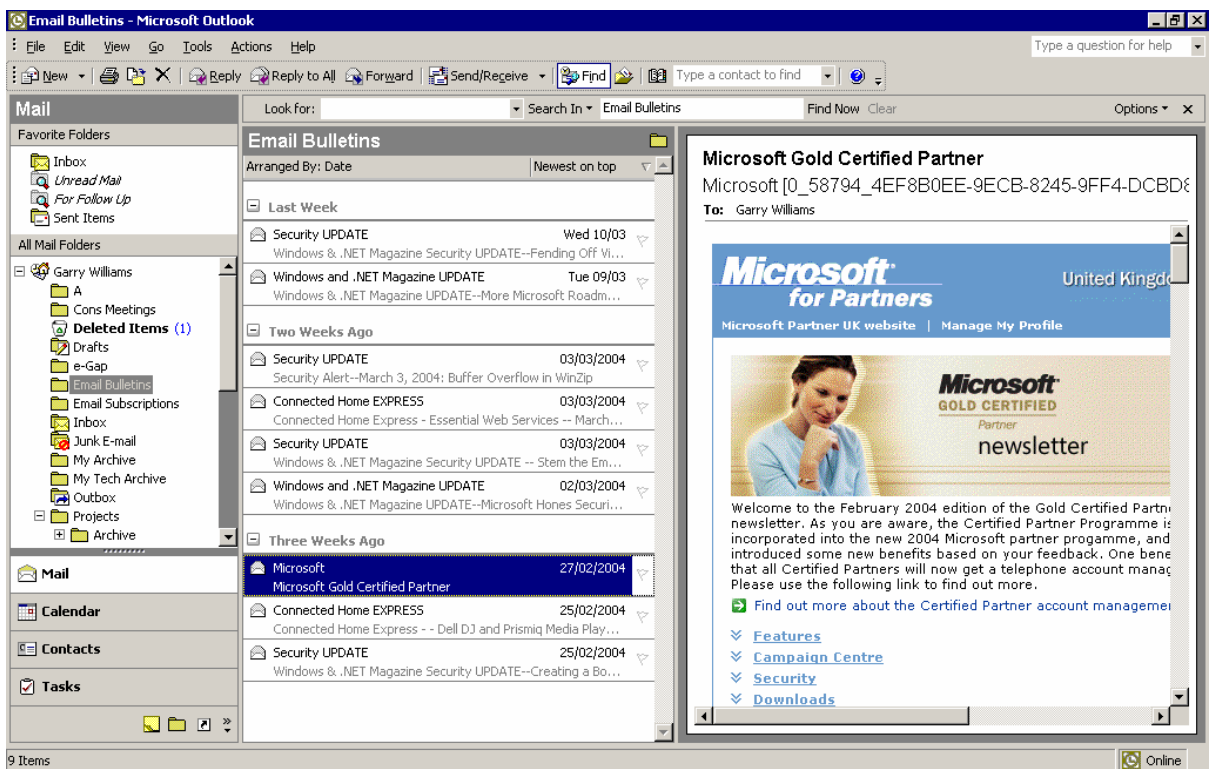
Due to strict corporate security policies, many mobile workers have been prevented from using Outlook Web Access to connect to an Exchange server from non-corporate access points such as shared computers or public Internet kiosks. Outlook Web Access now has security features that promote a more secure use in these scenarios in order to satisfy some corporate security policies. **However, due to the ever increasing security risks, it still is strongly advised that you enhance your corporate network with an additional security solution such as an SSL VPN from Whale Communications. Whale Communications a Microsoft recommended SSL VPN vendor.**

For further information on this subject please see the further reading section at the end of this document.

In addition, Outlook Web Access now allows the *blocking of attachments*, which helps keep users from receiving specific file types in e-mail. Customers can selectively disable attachments being viewed outside the firewall.

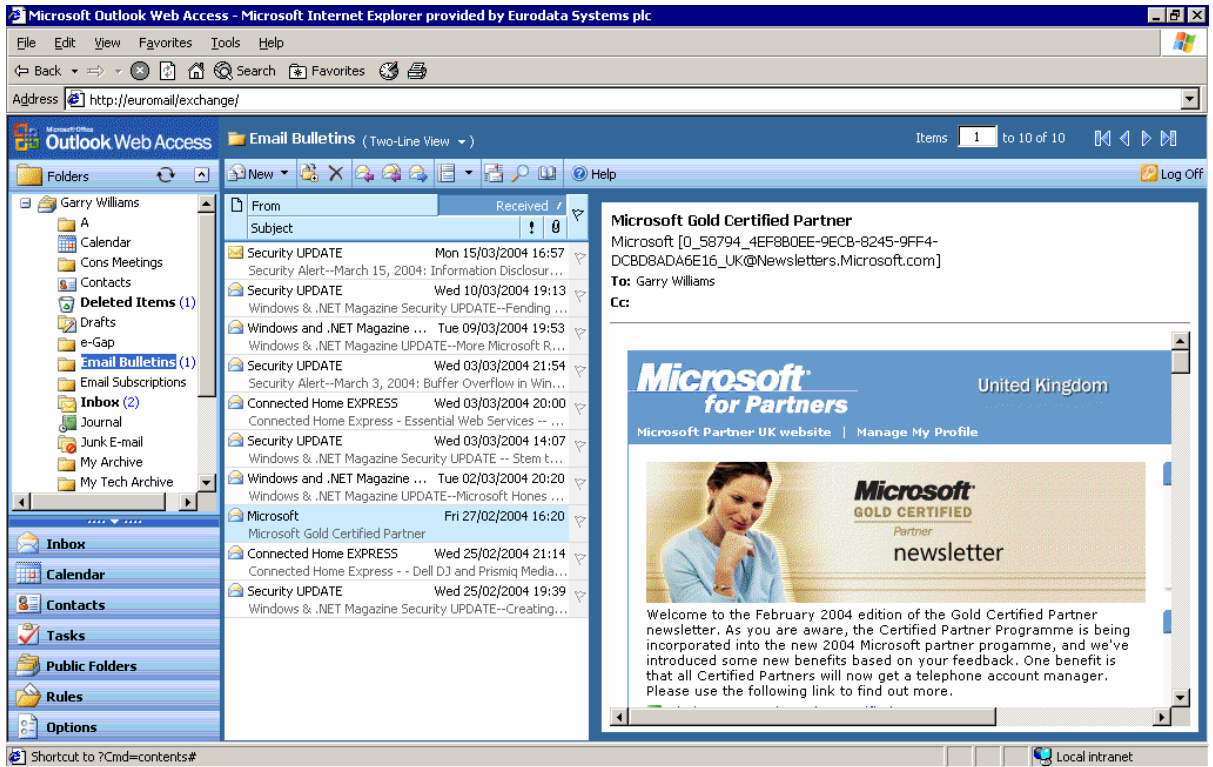
5.3.1. Mobile Features in Outlook Web Access

Mobile workers have previously enjoyed the flexibility of Outlook Web Access provided with Exchange. With Exchange Server 2003, Outlook Web Access has even better performance, is more secure, and has usability improvements that closely match those of Outlook 2003.



Microsoft Outlook 2003

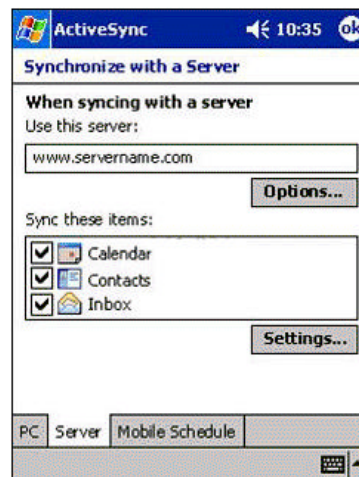
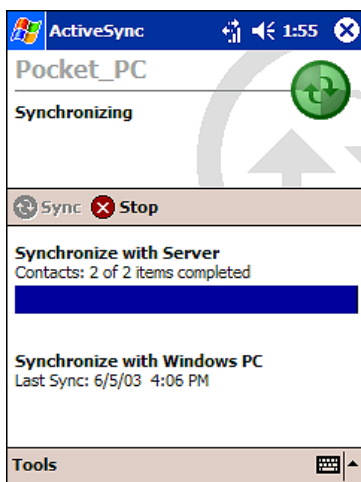
Outlook Web Access has been greatly improved with Exchange Server 2003, providing a new user interface, and services that the mobile worker could only previously receive using a full version of Outlook. These features include *a spelling checker, additional views, encrypted email, auto signatures, right-click mouse functionality, quick flagging, the ability to create e-mail rules, and junk e-mail folder capabilities.*



Microsoft Exchange Server 2003 Outlook Web Access

5.3.2. ActiveSync

Exchange ActiveSync is a technology that allows Windows Mobile-based devices to **synchronise inbox, calendar, and contacts remotely** with Exchange rather than using a desktop PC, cradle, and desktop synchronisation software. In certain cases, for example with a Windows Mobile-based Smartphone or Pocket PC phone edition device, synchronisation may occur directly over the air using a built-in wireless modem.



The Exchange ActiveSync Interfaces

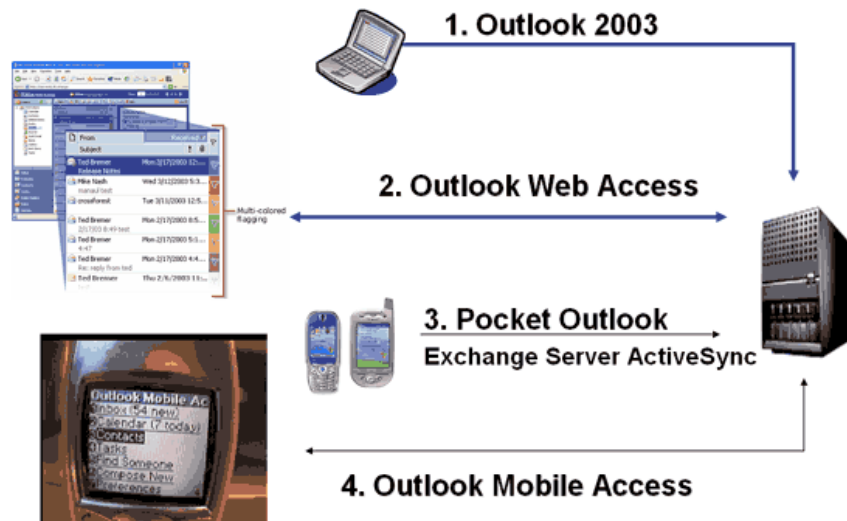
5.3.3. Up to Date Notification

New to Exchange Server 2003 is the ability to synchronise Windows Mobile-based devices by sending a notification message to the mobile operator, then to the mobile device causing the device to start the synchronise process. This **up-to-date notification** allows the mobile user to have their device kept up to date with information, allowing for greater productivity and less time synchronising data.

5.3.4. Mobile Browser Access

Additionally there are improvements for users who want to read their e-mail directly on their browser-based mobile devices. Outlook Mobile Access provides an enhanced experience for **accessing Exchange PIM information using mobile browsers**.

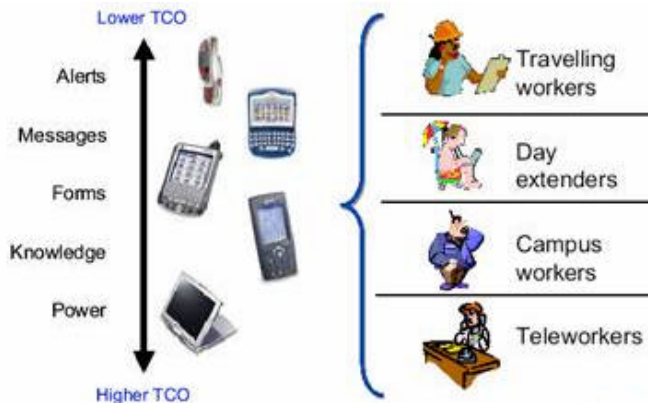
The various options for accessing PIM information over wireless connections are summarised in the graphic that follows.



6. Mobility Benefits to Your Organisation

One key to investing correctly in mobility is to understand what classes of mobile workers your organisation possesses (or could possess) and what the information needs are. Gartner have developed a number of mobile worker categorisations in order to help organisations better understand their potential for harnessing the benefits of mobility:

4



Imagine using an extra 15 to 30 minutes per day catching up with your e-mail or looking for the next meeting in your calendar, all while you're out of the office. *Exchange Server 2003 enables direct wireless synchronisation of e-mail, calendar, and contacts* with Pocket Outlook in Pocket PC, Pocket PC Phone Edition and Windows Powered Smartphones. Mobile functionality comes "built-in" with Exchange Server 2003, and *no separate licensing is required for mobile access*.

Staying up-to-date with e-mail, calendar, and contacts while on the move has never been easier. With an integrated Phone in the Pocket PC Phone Edition and smartphones, you can also directly phone a contact by simply tapping on the stored phone number in your contact lists. Pocket PCs also come with Pocket Word and Pocket Excel, allowing users to review attachments sent by e-mail.

Mobile workers are vital to many organisations. A workforce that is geographically flexible can increase productivity dramatically, as workers move to where the work is. However, these benefits are only truly realised if the workers themselves are truly productive. This means that they must be able to negotiate the technical challenges of mobile working with minimal difficulty. The enhancements to Exchange Server 2003 help to achieve this goal. Using **Exchange Server 2003**, **Outlook 2003**, **Outlook Web Access**, **Exchange ActiveSync**, and **Outlook Mobile Access**, the following scenarios become available to mobile users:

- **Communicate when and where you need to.** Outlook 2003 is designed for optimum performance with Exchange Server 2003, giving users the best of the online and offline experience. Being able to work productively and to communicate when and where the organisation needs to helps workers to save time and communications costs and to find new revenue opportunities.
- **Save time and reduce communication costs by using Outlook 2003 from the Internet without a VPN.** Outlook accessing Exchange Server 2003 without the need for a VPN now enables wireless laptop scenarios. This should increase productivity and speed communication within your organisation, reduce VPN

⁴ "The Mobile Scenario", Nick Jones, Gartner 2004

infrastructure costs, and reduce the time and money associated with VPN help desk support calls.

- **Mobile device access to Exchange helps you stay in touch.** Exchange ActiveSync technology in Exchange Server 2003 enables direct wireless synchronisation of e-mail, calendar, and contacts.
- **Easy and fast access.** Using virtually any computer, PDA, or mobile phone with browser-based Internet access, information workers can send and receive e-mail using Outlook Web Access and Outlook Mobile Access in Exchange Server 2003.
- **Pervasive access using Outlook Web Access.** With Exchange Server 2003, new features and a new user interface make the Outlook Web Access user experience very similar to the full-desktop Outlook 2003. Outlook Web Access gives users additional flexibility in how they stay connected with their organisation by enabling access to Exchange that is more secure and that can be established from a browser-based computer.

These benefits create energised and empowered users and organisations. Organisations that provide mobile access so that mobile workers can efficiently access and respond to information can therefore expect to achieve the following business benefits:

- **Turn downtime into uptime.** Providing mobile access to e-mail and other messages enables employees to use time that would otherwise have been used less efficiently. The end result can be more time spent on work during core business hours versus waiting to return to the office. This in turn can offer employees more time at home or other non-work locations while still being effective in their day-to-day job responsibilities.
- **Improve efficiency and effectiveness of field sales and service personnel.** Shortened business cycle times enable the existing workforce to get more work done. Capturing data at the source can help increase the speed and accuracy of the data used to run an organisation. Examples of this could be product orders, inventory levels, pharmaceutical drug trial field data, distribution tracking lists, or real-time patient data.
- **Deliver the right data at the right time.** Notification services such as new e-mail notification can be triggered by changes within the business or in the broader marketplace. Faster access to more accurate operational data enables more timely and informed business decisions.
- **Attract and retain top talent.** By providing access to more efficient mobile business solutions, mobile solutions show organisational investment in the employee. These solutions make the work more desirable by reducing time spent on menial or repetitive tasks.
- **Reduce carry around bulk and weight.** Microsoft® Windows Mobile™-based devices come in small packages yet they can hold large amounts of data. For someone already carrying product samples and literature to leave with a customer, a small wireless device can provide a lot of benefit without adding much bulk or weight. With integrated wireless and data functionality, Pocket PCs and Smartphones may be able to replace multiple task-specific devices such as a cell phone, personal organiser, pager, calculator, cassette recorder, or walkie talkie.
- **Provide educational materials in more settings.** Using Windows Mobile-based devices with audio, video, Flash Web technology, eBooks, and text available, different forms of training and reference content can travel with an employee.

- **Less training required.** Exchange ActiveSync® technology and Microsoft Outlook® Mobile Access, which now offers a user interface similar to Microsoft Office Outlook, makes it easier for new mobile device users to get up and running quickly if they have prior experience with a PC.
- **Faster development time.** Developers can leverage their existing expertise with PC development tools when building mobile solutions for Windows Mobile-based devices.

7. Conclusion

Exchange Server 2003, Windows Server 2003, and Outlook 2003 combine to offer an infrastructure that increases productivity for Information Workers. By making communication tools available to workers when and where they need it the most, they can work more productively, respond to customers more quickly, and continue workflow processes from almost anywhere, without having to wait to connect back at the office.

The availability of wireless technologies helps make it possible to establish connections to Exchange from almost anywhere. The first group of workers that can use many of these new capabilities include the mobile and remote workers, where productivity benefits can be measured in terms of additional revenue opportunities in customer-facing functions such as sales. Other users, such as travelling executives and remote workers, can now synchronise their Outlook 2003 clients over slower dial-up lines and wireless networks. As a result, your staff will be more productive with their Exchange information almost anywhere.

Selecting the right technology partner to support your Exchange Server 2003 upgrade is an important pre-requisite for a successful migration. Eurodata Systems Plc offers a wealth of experience in mail server migration and a proven project methodology to assist clients throughout the process.

Working closely with Microsoft, prior to the official release of Exchange Server 2003, Eurodata gained an invaluable insight into the foundations of the new software. As a Microsoft Gold Certified Partner for Enterprise Systems, Eurodata also participated in a number of Windows Server 2003 and Microsoft Exchange Server 2003 early adopter's projects.

8. About Eurodata Systems Plc

Eurodata Systems develops and implements comprehensive IT strategies and integrated business solutions to help enterprises make a successful transition to new technology.

Eurodata has become one of the few truly end-to-end service providers. Established in 1990, the company is now a mature business with more than 100 highly-skilled technical professionals offering solutions across the complete IT spectrum from network audit to full network security.

The company's end-to-end capability allows clients to pick and choose from an unrivalled range of skill sets and expertise. A single point of contact saves you time, effort and money, eliminating the problems of dealing with multiple service providers, warranties and agreements.

8.1. Proven Project Methodology

Successful change means identifying the processes that will transform organisational performance, gain the commitment of people, and develop the right technology solution. Our "People, Process and Technology" approach ensures an effective environment for change.

Eurodata Systems delivers business benefit to clients through its close working partnership with Microsoft, an in-depth knowledge of the Exchange Server 2003 technology and a refined migration methodology developed over many years. This tried and tested methodology ensures a smooth and seamless upgrade minimising any business disruption, from concept through to solution delivery and support. Eurodata will manage your migration through four phases:

- **Analysis**
- **Design**
- **Implementation**
- **Review**

Eurodata's comprehensive planning process will establish a sound definition of the work to be performed and generate a solid understanding of the commitments to be undertaken.

As always the focus is on the business enablers of the technology, rather than a technical functionality. Migration projects are always driven by commercial needs.

By offering a high level of continuity throughout the project – the same personnel involved from the beginning of the tender process will remain throughout the entire project – Eurodata can ensure that your commercial goals are realised.

The team's methodology includes proven risk minimisation techniques incorporated into the management of each of the complex elements that make up a project. These include:

- **Maintenance of an effective customer relationship**
- **Leadership of a productive and motivated project delivery team**
- **Focusing on quality management and quality assurance**

Eurodata draws on more than 12 years' experience of delivering IT solutions to ensure each migration project is completed smoothly and successfully. The company's Consultancy and Engineering teams comprise of IT professionals with multi-faceted skills as well as industry and professional accreditations that span numerous disciplines. Knowledge transfer is an essential part of the migration project – by ensuring clients have the appropriate post installation knowledge, skill set and system management capability.

Eurodata's complete end-to-end migration expertise includes:

- **Flexible, scalable and manageable solutions**
- **A tried and tested migration methodology**
- **A focus on delivering business benefits, not just technological functionality**
- **Tailored support contracts to meet clients' precise needs**
- **Automated and escalated helpdesk facility**
- **Microsoft Gold Certified Partner for Enterprise Systems with access to Microsoft resources and early product information**

Eurodata's commitment to its clients does not end when implementation is complete. The importance of continuous support is underlined with a comprehensive portfolio of end-to-end services designed to give you flexible support whenever you need it.

8.2. *Partnerships and Accreditations*

Eurodata have built strategic relationships with all the leading IT vendors and have achieved some of the industry's toughest accreditations, so you can be confident of receiving qualified, independent technical advice.

Some of Eurodata's key partnerships and accreditations include:

- **Microsoft Gold Certified Partner for Enterprise Systems**
- **HP Enterprise Partner**
- **Cisco Elect and Premier Partner**
- **Whale Communications Master Partner**
- **Check Point Consulting Partner**
- **CHECK Accredited**
- **ISO 9001 compliant**

9. **Related Links**

9.1. *Case Studies*

[Neopost Ltd – Windows Server 2003 Case Study](#) at
<http://www.eurodatasystems.com/CaseStudies/Neopost>

9.2. *Further Information*

Working with our clients, we have found more and more the need for precise and relevant information that is easy to digest whether you are a non technical business decision maker or an IT Director who doesn't have the time to wade through mountains of technical and business links on new Microsoft technologies.

For these reason we have developed a number of precise information guides, please visit the following link and take a look at the most relevant one for you.

[Microsoft 2003 Technologies Business and Technical Papers](#) at
<http://www.eurodatasystems.com/MSConsultancy/Infodocs.asp>