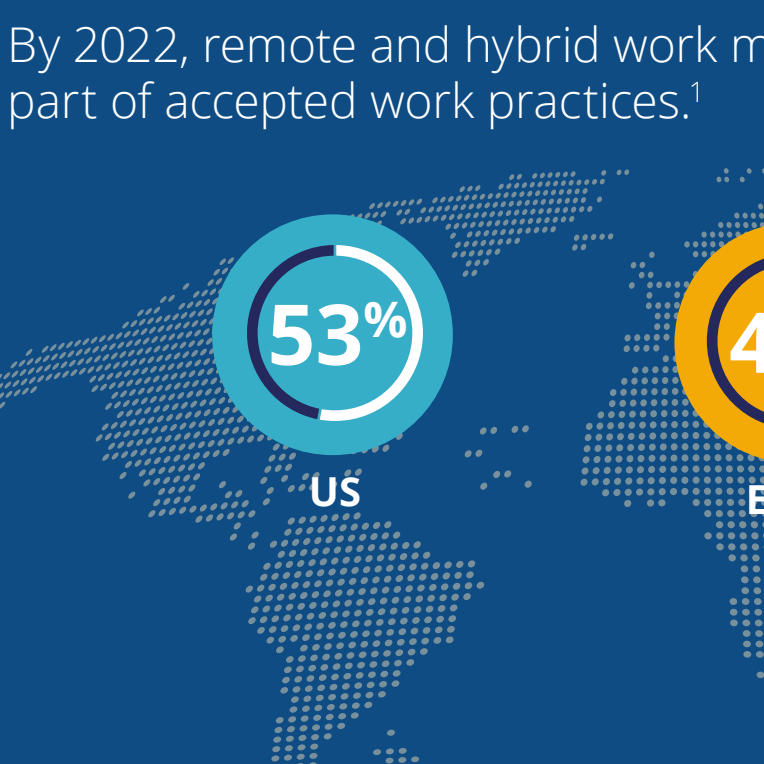


Preparing for #FOW Collaboration and Engagement Don't Forget Email

This IDC Infographic highlights email's key role in global collaboration and engagement at a time when work models are evolving rapidly. A fresh perspective is essential when preparing for the #FutureOfWork.

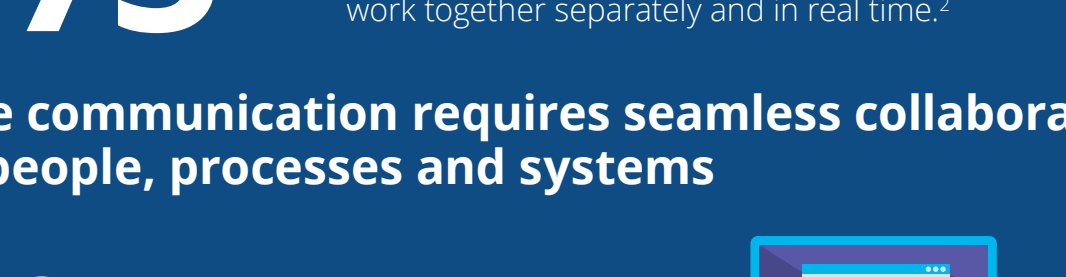


Hybrid Work Models Will Define the Future of Work



Organizations across the globe are adopting remote and hybrid work models with email at their core

By 2022, remote and hybrid work models will be an embedded part of accepted work practices.¹



By 2023, **75%** of the G2000 will commit to providing **technical parity to a workforce that is hybrid by design** rather than by circumstance, enabling them to work together separately and in real time.²

Effective communication requires seamless collaboration among people, processes and systems

1/3 How engaged are employees? Over **1/3** of employees in Asia/Pacific are moderately engaged at work.³ The future of work demands a new level of collaboration for greater employee engagement.

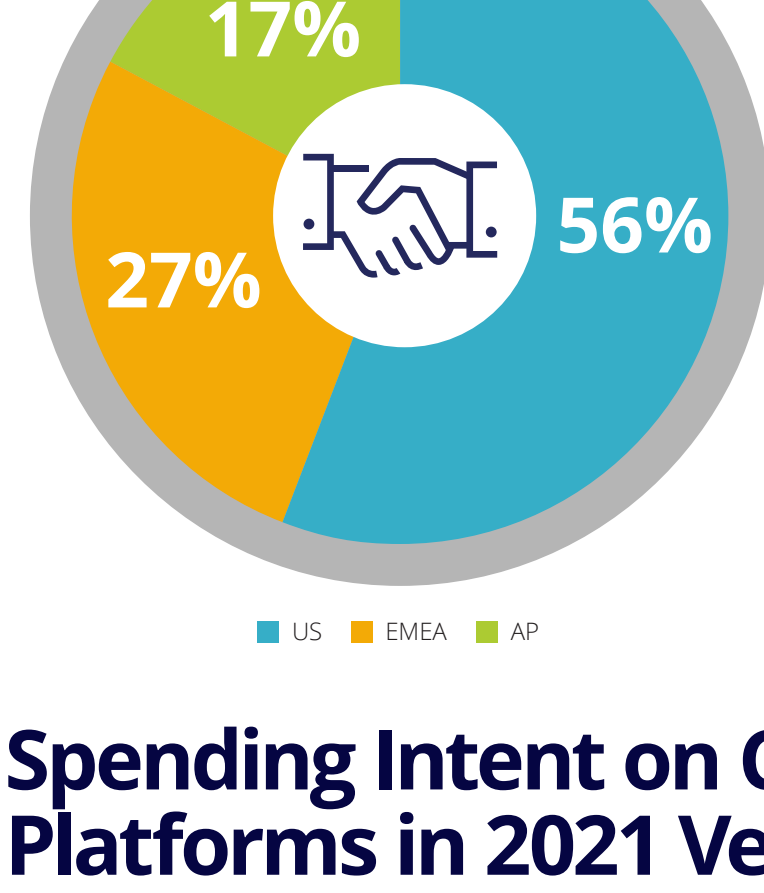
Where is your information hidden? Siloed communication over different apps can become fragmented and difficult to follow. According to a study by Cornell University's Ellis Idea Lab, employees spend **59 minutes** every day on average locating information hidden in multiple apps.⁴

Hybrid models give employees freedom of choice – working from anywhere at any time leads to greater productivity.

Are information silos ruining your employee productivity? Email can help reduce information chaos.

Collaboration Platforms are Claiming More IT Spend

New hybrid work models accelerate demand for enterprise collaboration applications



\$50.7B

The worldwide enterprise collaborative applications market accounted for \$22.6B in 2020 and is forecast to reach \$50.7B by 2025.⁵



Spending Intent on Collaboration Platforms in 2021 Versus 2020⁶



The more collaboration tools organizations add, the more challenging cross-team communication becomes. Email could be the missing link for creating synergy.

A Cloud-First Approach to Collaboration

By 2025, 95% of all collaborative applications are expected to be in cloud deployments.⁷

With growth in cloud-based platforms that integrate email platforms with other collaboration apps – **email is here to stay!**



Is there a productivity and control trade-off? Choose what works best for you – traditional closed cloud architecture or flexibility for integrations with an open architecture.

Despite challenges of the distributed cloud, security and privacy safeguards are critical – including meeting requirements for data protection and data sovereignty.

Data Sovereignty Cannot Be An Afterthought

Data sovereignty as well as security and trust issues are among the top modern workload challenges today. By 2021, over **80% of enterprises** evaluating cloud services for privacy-sensitive workloads will **mandate maintenance of data sovereignty** and data control capabilities across geographies.⁸ This goes for email workloads, too.



Open cloud architecture to the rescue

With a blend of public and on-premises environments, open cloud architectures can address data sovereignty and privacy requirements and optimize performance and cost.

With tightening data and privacy regulations, does your email platform provide complete visibility and control over the sharing of critical business data?

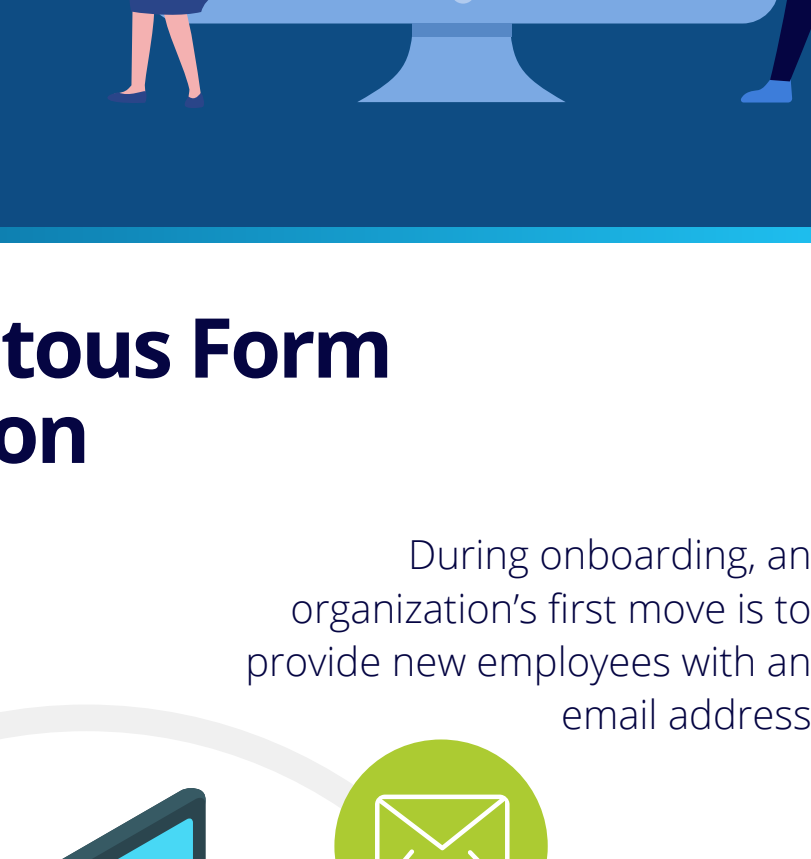
Managed Service Providers, Please Take Note: Diverse IT Environments Require Trusted Security Partners

Large enterprises including the government sector are now more dependent on managed service providers (MSPs) to advance their IT security needs. According to IDC, state and local governments globally are expected to lead in terms of growth in IT security spending in 2021 and increase their security spending by **19% in 2021**.⁹

Why should MSPs care about email?

Customers need a trusted partner to manage their sensitive information, like email. Email must be the first thing secured when **90%** of data breaches stem from an email.¹⁰ Breaches can put the whole business at risk.

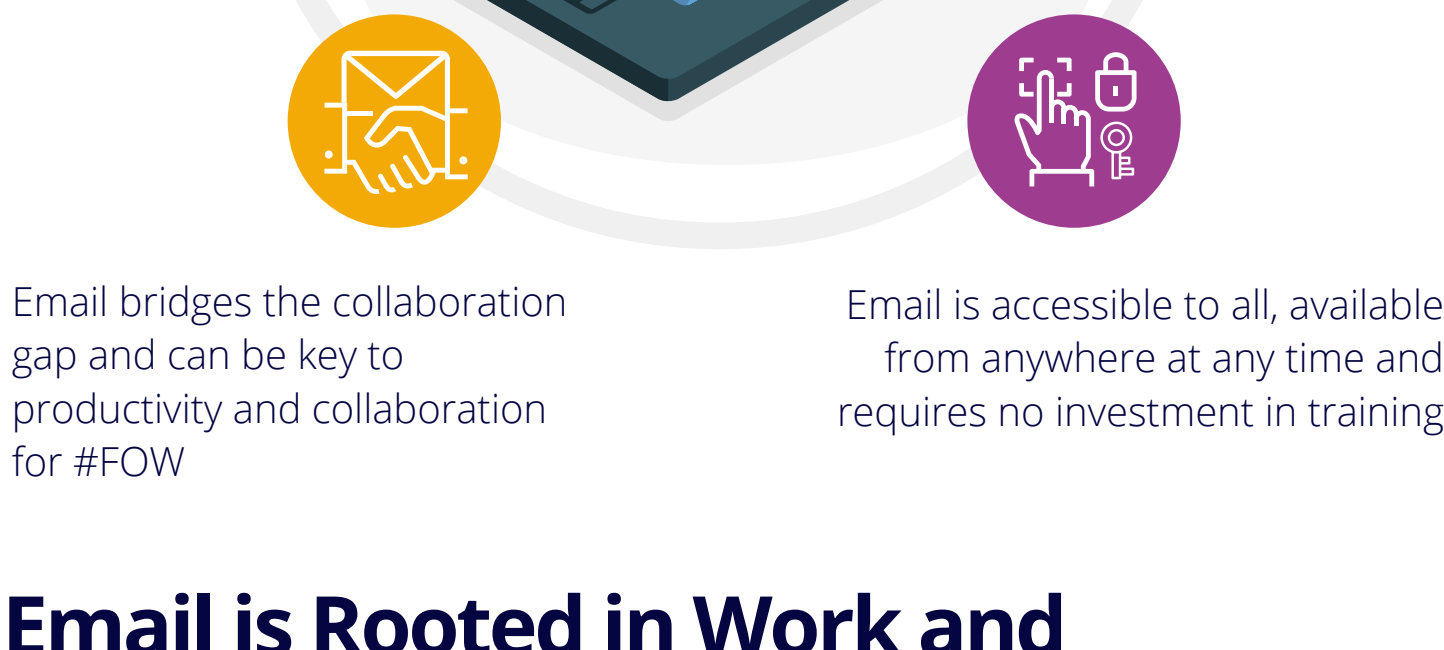
To mitigate the risk of email compromises, MSPs need to offer effective email protection solutions.



Email is a Ubiquitous Form of Communication

Everyone has an email address, using it daily for work, school, shopping and more

During onboarding, an organization's first move is to provide new employees with an email address



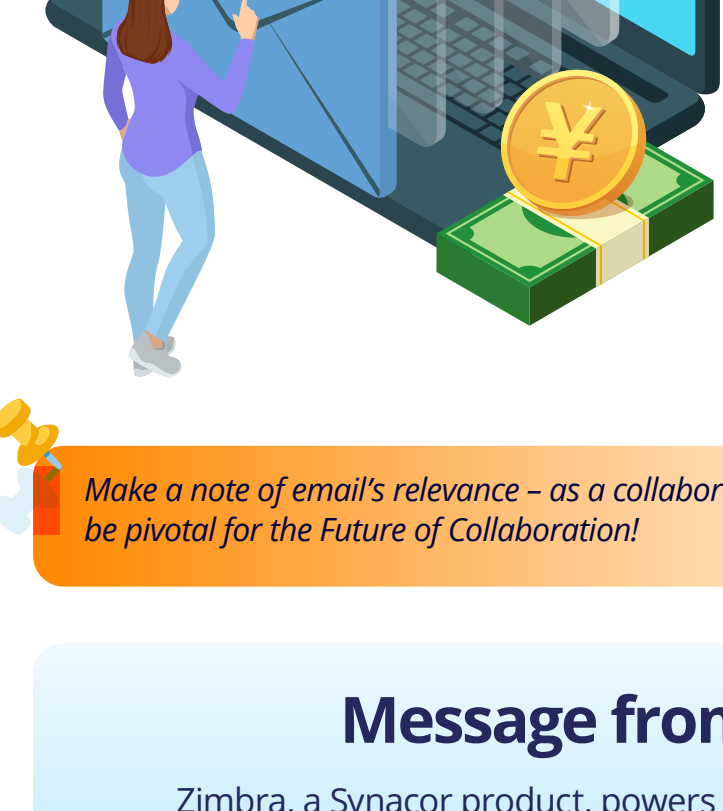
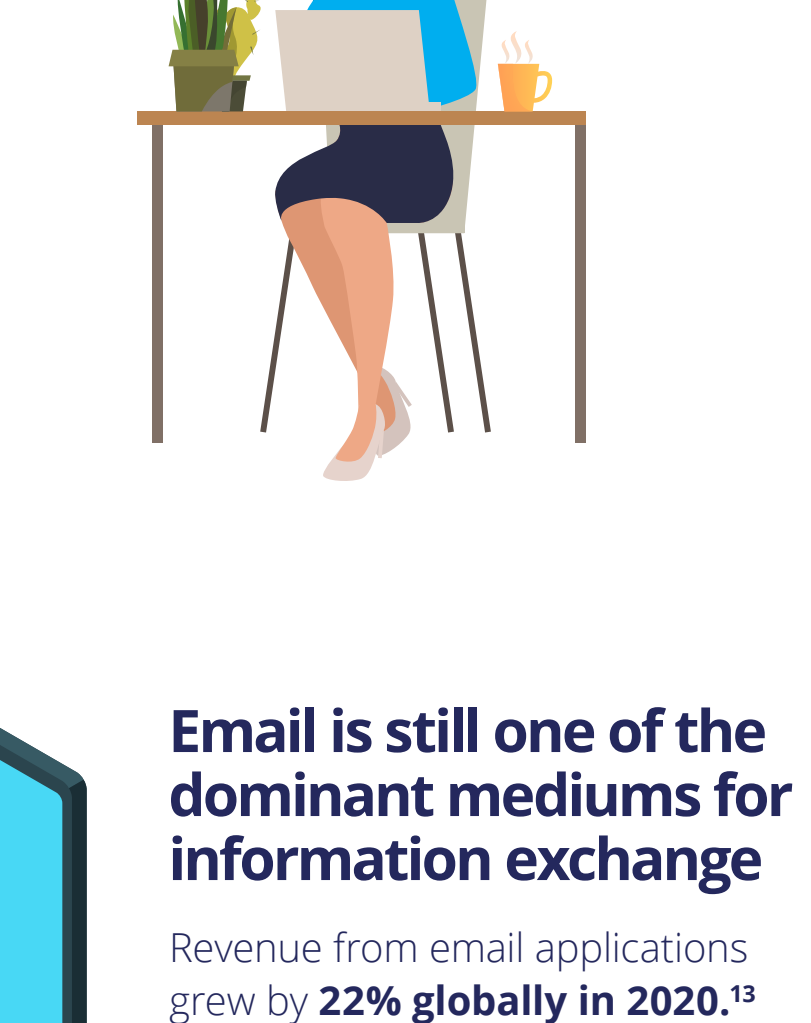
Email bridges the collaboration gap and can be key to productivity and collaboration for #FOW

Email is accessible to all, available from anywhere at any time and requires no investment in training

Email is Rooted in Work and Personal Habits

OVER 306 BILLION EMAILS (business and private included) were sent and received globally **each day** in 2020.¹¹

The number of **email users (business and private users)** is expected to reach to **4.6 billion users by 2025**, up from 4 billion in 2020.¹²



Email is still one of the dominant mediums for information exchange

Revenue from email applications grew by **22% globally in 2020**.¹³ In Europe, the market value for email stood at \$1.7 billion in 2018 – the largest segment in the collaborative apps category.¹⁴

Make a note of email's relevance – as a collaboration and communication tool, it is and will be pivotal for the Future of Collaboration!

Message from the Sponsor

Zimbra, a Synacor product, powers hundreds of millions of mailboxes in 140+ countries. Enterprises, governments, resellers, and managed service providers trust secure, private, open source-based Zimbra, which can be deployed in the cloud, on-premises (private cloud), or as a hybrid service.

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