



**E·SAFE** | **The ModernOffice™**  
TECHNOLOGIES

E-Safe's Educational Series To Modernize Your Office

## “What is Email Management and Administration (EMA)?”

**E**mail Management and Administration is a specific field of communications management for managing high volumes of inbound electronic mail received by organizations. It is an extremely important topic because in today's world, business is won and lost through email. Direct mail has taken a back seat, and it is much more efficient to communicate through short messages online. Email now accounts for the majority of communication between companies and their customers. With so many messages being exchanged during one business day, there has to be some sort of order to control the flow of the incoming and outgoing mailings.

Email management and administration tools integrate with your email clients and is used to route, track, report on, and ar-

chive your corporate asset email communication sent to such group inboxes as: info@company.com, sales@company.com, and support@company.com. With customizable rules and rights, a complete communication history, and a reporting engine, your email service can become efficient as possible, eliminating wasted time rummaging through emails. With this accountability, emails can't be lost, avoided, forgotten, or mismanaged, which enables you to continue to operate and not get jumbled up in the process.

Poorly managed email represents significant corporate risk and potential liability through crippling mal-

ware, spyware, and ransomware (CryptoLocker). Email management and administration tools can ensure effective measures to securely store, manage, and retrieve your organization's email content. With email ticketing systems, receipt modules, data enhancement modules, and intelligent analysis modules, a management system handles different phases of the email management process. These tools enable companies to communicate with their customers at a profound rate, simplifying the communication process and shortening sales cycles and response times. Administering your company's email flow and setting the rules and rights is becoming more and more popular because it gives you total control.



Start with a Plan,  
Finish with Success.

### Next Issue:

Internal IT Department

### See What The World Is Saying:

"Email Administration is the best solution to email overload! Simple, flexible, I could never go back to the old technology!"

- Tony Robbins

"When you look at the capabilities, the price per user, and the opportunity costs of supporting on-premises servers internally, we are confident that Office 365 and their email management solution is the right decision for our business."

- Patagonia  
(Office 365 User)

## “How Can EMA Improve My Business?”

Email Management and Administration streamlines the inbound messaging process, utilizing servers in the cloud to filter through spam, sort and distribute mail in a productive way, and automate the delivery process. These methods open up the communication channels that directly affect your business in the following ways:

**Accelerate Customer Service** – With more efficient ways to distribute large volumes of email data, EMA helps you provide consistent and timely email response to your customers with easy-to-learn and time-saving features.

**Handle Large Volumes** – You can set rules and regulations that categorize messages that send

email files to particular folders, reducing the main inbox and alleviating the burden of daunting amounts of email.

**Knowing Customer History** – Through archiving and sorting, customer emails and messages can be stored so you know the latest information in your clients custom folder. With this method, you can impress customers by knowing in advance some of the challenges they are encountering.

**Internal Collaboration** – You are able to add internal notes to email conversations for easy reference, so that your whole team is on the same page. Add instructions for follow-ups and reassign email to another team member.

## “How Does EMA Work?”

**E**mail Management and Administration uses different rules and commands to determine the importance of each email and file it into a specific folder. Most EMA solutions are based on four major components that were mentioned earlier.

First, there is the email sorting system that allocates reference numbers to all incoming emails which is known as ticketing. All later emails relating to one matter can then be grouped under the same reference. This method allows user to track their relevance in a more time effective way.

Second, EMA solutions use an email receipt module that filters out SPAM and unwanted

content to a separate location. After this task is performed, it then assigns unique ticket numbers based on certain conditions and rules. This method is usually referenced as email filtering, which is the processing of email to organize it according to specified criteria.

Third, the EMA solutions use a data enhancement module. This module adds tags to each email for further processing and includes the ability to connect to remote databases and retrieve specific information about the person who wrote the email. They also automate the process that examines the authors past communication with the



organization to more accurately sort and distribute the email properly.

Lastly, these systems use intelligent analysis modules that scan the wording of the document. It reads the subject, message, and attachments and the tags that were added in the previous step in an attempt to understand the subject matter of the email. All of this data processing happens in the blink of an eye.

## “What’s My Investment In EMA?”

**E**mail Management and Administration services are very affordable for any sized business. Microsoft’s Office 365 solution provides EMA in the package and is extremely price friendly. Office 365 for Small Businesses is \$5.00 user/month for up to 25 users. Small Business Premium (Office Applications included) is \$12.50 user/month for up to 25 users and the Midsize Business Package is \$15.00 user/month for up to 300 users.

While this solution is extremely affordable, there are many other solutions out there that provide Email Management and Administration



capabilities for inboxes already established in your environment. The benefits to using EMA greatly outweigh the costs.

With the steady influx of new malware, spyware, and ransomware, organizations need to take every step to ensure their email is filtered in the cloud and never able to show up on a physical machine. When the process is automated in the cloud, it takes away the possibility of human error when people click on corrupted links sent with spam email. If you take the proper precautions from step one, it can eliminate potential problems in the future.

**E·SAFE** | **The ModernOffice™**  
TECHNOLOGIES

Want to Learn More About  
EMA or E-Safe’s  
Modern Office Series?

Contact Tim Steinour at  
[TimSteinour@E-SafeTech.com](mailto:TimSteinour@E-SafeTech.com) today!