

The Future of Enterprise Email

Written by Marco Attard
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Gartner reports "the time is right" for smaller enterprises to move their email services to either cloud-based or SaaS offerings, with 10% of enterprises to start using cloud email and collaboration services (CECS) by 2014.



The growth towards CECS and SaaS email will be slow-- taking off on 2014, before levelling off in 2020 when usage exceeds 55% of enterprises.

The enterprises currently most ideal to move towards CECS include retail, hospitality and manufacturing.

However Gartner warns "the list of reasons to move to CECS is long, as is the list of reasons to avoid it."

Gartner says there are x3 reasons for the slower-than-anticipated move-- asset inertia (where organisations seek maximum value from earlier investments), IT managers focusing on growth-aiding initiatives (rather than cost-cutting) and the practical realities of CECS offerings (often "less compelling" than what vendors say).

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In fact, most enterprises seemingly moving everyone on CECS still retain "small, dedicated, on-premises systems" in order to retain control of communications to and from C-level executives.

Gartner concludes enterprises planning to move towards CECS should go ahead with the decision-- so long CECS suppliers guarantee "to continue to reduce prices as prices in general fall in the market."

Go [Gartner Cloud Email and Collaboration Services Market 2011 Update](#)