

The Total Cost of Ownership For Mail Server Security

An Osterman Research Report

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Why You Should Read This Report

Today, anywhere from 87% to 95% of all email is spam and approximately one out of every 160 emails contains a virus. That means that an organization with an average email volume of 100,000 messages per day, can expect to receive up to 95,000 spam messages and 625 virus-laden messages every day. As a result, robust anti-spam, antivirus and other malware defenses are absolutely critical to the health of any organization's email infrastructure. These defenses must be continually updated, they must be easy to use and – given that they are a necessary component of any organization's defense system – they should cost as little as possible to deploy and manage.

This report discusses a research program comparing four leading mail server security solutions designed for Microsoft Exchange environments. The four solutions – from Trend Micro, Symantec, Microsoft and McAfee – were cited as among the most commonly considered solutions in a separate research project undertaken by Osterman Research earlier in 2007.

In this study, Osterman Research conducted independent surveys of enterprise-level IT administrators from the U.S. and Europe. Some were surveyed by telephone and others via the Web to assess the time and other investments they have made into the testing, licensing, deployment and ongoing management of their mail server security solutions. Based on these inputs, a cost model was developed to analyze the total cost of ownership for the four solutions. The data generated from the research, as well as the conclusions of the cost model, are presented in this document.

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Survey respondents were chosen randomly and no culling or selection of respondents was conducted to give one vendor an edge over another.

It is important to note that while there are significant differences in the cost of ownership among the various offerings discussed in this report, these are all top-tier offerings from well-respected vendors.

Total Cost of Ownership

Osterman Research developed a cost model to analyze the total cost of ownership for the four mail server security solutions that were the subject of this research. This cost model factored in the quantitative data gathered during this research, used secondary research to determine publicly available pricing for each solution, and used the following assumptions:

- Annual, fully burdened salary (including vacation, benefits, etc.) for IT administrators charged with managing each solution: \$80,000
- Annual salary growth: 5%

COST OF OWNERSHIP CALCULATIONS

- Total cost of ownership varies widely, and can almost double, depending on the solution, ranging from \$141,237 (Trend Micro) to \$271,513 (Microsoft) for the average 2,500-user organization, as shown in the following tables.
- The largest determinant of TCO is administrative effort (generally 65% to 70% of TCO), particularly the ongoing, day-to-day administration of the solution.

Total Cost of Ownership Over a Three-Year Period
(Median IT person-hours plus public pricing)

	Trend Micro	Symantec	Microsoft	McAfee
TOTAL DEPLOYMENT, MANAGEMENT & UPGRADE EFFORT (3 Years)	\$92,157	\$167,908	\$190,513	\$117,698
Initial Deployment (1)	\$4,077	\$11,231	\$6,885	\$4,250
Product Upgrade (1)	\$2,841	\$3,053	\$6,351	\$2,989
Annual Ongoing Administration (3 Years)	\$75,660	\$145,015	\$173,388	\$104,033
Annual Problem Resolution (3 Years)	\$9,579	\$8,609	\$3,880	\$6,426
TOTAL SOFTWARE COST (3 Years)	\$49,080	\$69,200	\$81,000	\$84,825
Initial Purchase Cost (2,500 users)	\$30,675	\$43,250	\$27,000	\$40,725
Annual Software Renewal Cost	\$18,405	\$25,950	\$54,000	\$44,100
TOTAL COST OF OWNERSHIP	\$141,237	\$237,108	\$271,513	\$202,523

Total Cost of Ownership per User

Cost	Trend Micro	Symantec	Microsoft	McAfee
Total three-year cost per user	\$56.49	\$94.84	\$108.61	\$81.01
Average annual cost per user	\$18.83	\$31.61	\$36.20	\$27.00
Average monthly cost per user	\$1.57	\$2.63	\$3.02	\$2.25

- Organizations should carefully evaluate all of the costs of ownership for any messaging security solution, taking care not to underestimate any of these costs. This is particularly true for the costs of administrative labor, since these are a significant percentage of TCO, but are often less visible.
- It is important to note that a variety of factors can influence the total cost of ownership for a particular solution, much of which focuses on the local labor rate. For example, the average salary for an IT administrator is 20% higher in New York than in Dallas. This alone has the most significant impact on the total cost of ownership for any mail server security offering.
- Our findings indicate that Trend Micro offers a clear cost advantage based on the data generated from this research.

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TIME SPENT DEPLOYING, MANAGING AND UPGRADING SYSTEMS OVER A THREE-YEAR PERIOD

- There was great variability across vendors in time spent on mail server security management, as shown in the following table. Total effort over a three-year period ranges from 2,282 hours to 4,715 hours to manage a large-scale deployment of a mail server security solution.
- Trend customers reported the least amount of time spent for all aspects of management, with the McAfee solution requiring 28% more time and Symantec and Microsoft requiring significantly more – roughly twice as much effort.