

Backups and email archiving: The solutions MSPs need

Why MSPs need more than backups to deliver compliance, reduce tickets, and boost revenue



Contents

Introduction	3
Backups: Disaster recovery, not retention	4
Archiving: Compliance ready, tamper proof	4
Eliminate data silos and storage bloat	4
Empower users to restore their own emails (Server, SPE)	4
Drive recurring revenue for MSPs	4
Objectives: Backups vs. archiving	5
Conclusion	5

Email is the backbone of SMB communication.

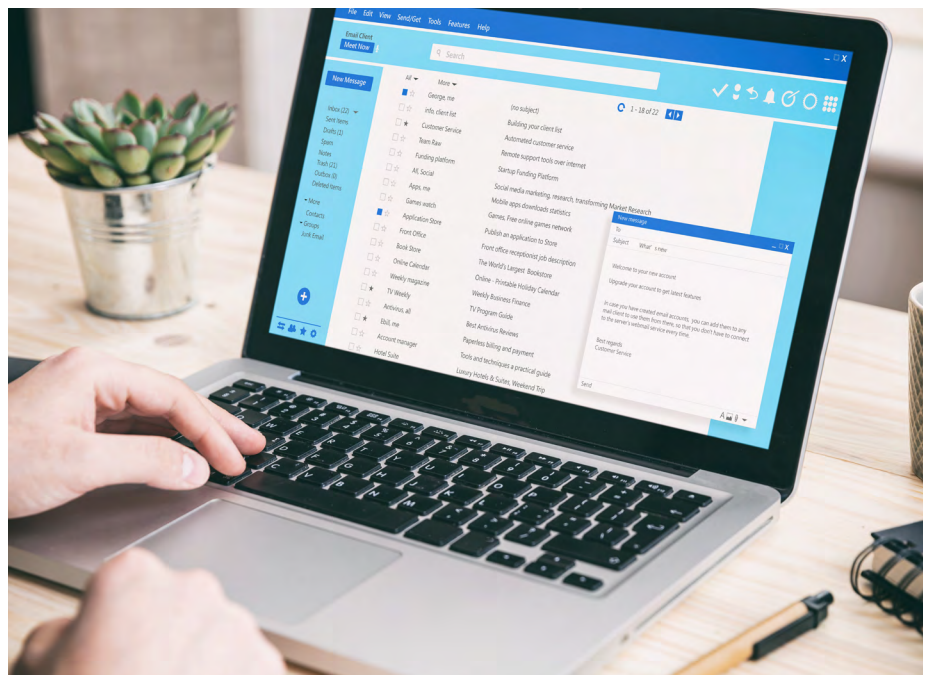
As an MSP, you know clients depend on you to keep it safe, available, and compliant. But many MSPs still rely solely on backups to meet these expectations, leaving both you and your clients exposed.

Backups are vital for disaster recovery. They capture snapshots of entire mail systems and let you restore them if something goes catastrophically wrong. But backups were never designed for fast, reliable, user-friendly access to individual emails over the long term. They certainly weren't built to meet strict compliance demands like EU-GDPR, GoBD, HIPAA, or industry-specific regulations that demand tamper-proof retention and easy audit trails.

That's where email archiving comes in. Archiving solutions are purpose-built to capture each email the moment it's sent or received, store it securely and immutably, and make it easily searchable for years. For MSPs, this means fewer support tickets, better client satisfaction, and new high-margin recurring revenue streams.

With the OpenText™ MailStore portfolio (MailStore Cloud, MailStore Server, and the MailStore Service Provider Edition (SPE)) you can offer SMB clients an email solution that ticks every box: Better compliance readiness, elimination of data silos, and flexible deployment options from cloud-native SaaS to on-premises or multi-tenant MSP hosting.

In this guide, we'll show you exactly why backups alone aren't enough and why MSPs who want to lead on value and compliance need to add email archiving to their stack.





Backups: Disaster recovery, not retention

Backups take snapshots to help restore systems after failure. They're not designed for long-term email retrieval, compliance retention, or user-friendly search.



Archiving: Compliance ready, tamper proof

Archiving captures emails in real time, storing them securely with audit logs, encryption, and retention policies to help ensure compliance with EU-GDPR, GoBD, HIPAA, and other standards.



Eliminate data silos and storage bloat

Emails stored on users' computers are error-prone, scattered, and a support nightmare. Archiving centralises old emails, eliminates storage silos, removes quotas, and de-duplicates data for better performance.



Empower users to restore their own emails (Server, SPE)

Instead of calling IT, users can quickly search for and recover their lost emails in the archive, slashing support tickets and saving your team hours every month.

Drive recurring revenue for MSPs

- **OpenText MailStore Cloud:** A cloud-native SaaS solution hosted in German data centres, with subscription pricing and built-in compliance.
- **OpenText MailStore SPE:** A multi-tenant platform enabling MSPs to host archiving themselves, integrate with their own billing systems, branding options, and control data residency.
- **OpenText MailStore Server:** A proven on-premises solution for SMBs that require in-house control.

All three options enable MSPs to bundle archiving with Microsoft 365® or Google Workspace™ for premium, sticky services that clients will keep renewing, growing monthly and recurring revenue. Email is the backbone of



Objectives: Backups vs. archiving

Objectives	Email backups	Email archiving
Eliminate mailbox quotas	<input type="radio"/>	<input checked="" type="radio"/>
Eliminate data silos	<input type="radio"/>	<input checked="" type="radio"/>
Reduce storage requirements through de-duplication	<input type="radio"/>	<input checked="" type="radio"/>
Reduce the workload of email servers and simplify restore (Server, SPE)	<input type="radio"/>	<input checked="" type="radio"/>
Provide tamper-proof, and long-term retention	<input type="radio"/>	<input checked="" type="radio"/>
Helps to meet compliance requirements	<input type="radio"/>	<input checked="" type="radio"/>
Assistance with eDiscovery	<input type="radio"/>	<input checked="" type="radio"/>
Full-text indexing for fast searches	<input type="radio"/>	<input checked="" type="radio"/>
End users: restore lost emails quickly and easily (Server, SPE)	<input type="radio"/>	<input checked="" type="radio"/>

Fully applies
 Applies
 Partially applies
 Applies to a lesser extent
 Doesn't apply



The OpenText MailStore product portfolio offers MSPs a simple way to bridge the gap between backup and true email management.

- **OpenText MailStore Cloud** delivers SaaS simplicity and German data residency.
- **OpenText MailStore SPE** gives MSPs multi-tenant control and flexible hosting.
- **OpenText MailStore Server** provides SMBs with an on-premises option.

Easy to implement, audit-ready, and seamlessly integrated with Microsoft 365, OpenText MailStore empowers MSPs to reduce support overhead, improve customer satisfaction, and unlock new revenue opportunities.

When you want to deliver more value to clients and stand out from your competition, the OpenText MailStore portfolio is the smart choice.

Ready to see it in action?

[Contact us](#)