The Major Flaw with Pure SaaS Email Providers: Data Replication

Today's data-driven enterprise marketer benefits from seemingly unlimited opportunities to directly engage with prospects and customers through email. But safely reaching millions of people with time-sensitive, personalized messages has historically been challenging. The reason? Cloud-based (Software-as-aService) email service providers require internal data to be replicated and pulled into their hosted systems. This creates numerous issues for organizations:

Issue #1: Data Security

The first major issue with replicating data is security. In order to work with SaaS providers, marketers must copy their data to the 3rd party solution. This means that sensitive information immediately becomes less secure. A recent survey of online marketers indicates that data security is the #1 priority in 2015 when it comes to email vendor offerings. However, since SaaS solutions do not have a direct connection to data behind a client's internal firewall, it puts the company in a vulnerable position.

This isn't to say that SaaS email providers don't take every precaution to keep everything safe, but by having someone else store information about their customers, organizations are essentially doubling the risk of it getting compromised.

Issue #2: Accuracy

Not only is the data that they're copying and sending to their SaaS provider less secure, but it's also inaccurate, at least for a certain period of time. Since marketers are not using live data from their internal systems, the information they're using to send emails is outdated. No matter how quickly a SaaS ESP sends information back and forth (through FTP or APIs), it can never match the accuracy of using fresh data directly from a company's internal systems.

Issue #3: Completeness

Most marketers want to send targeted, personalized messages but aren't able to take full advantage of all of the data they have. All organizations have marketing data warehouses and it's simply impossible to replicate all that data and store it in the cloud. Marketers end up having to cherry-pick pieces of information to send to their SaaS provider. This leads to them not being able to take full advantage of all data points in their email marketing.

Issue #4: Complexity

In order for cloud-based email providers to pass data back and forth to a client's internal systems, complex integrations are typically required. Complex ETL (Extract / Transform / Load) processes must be put in place in order to get data to the provider and keep it in sync at all times. These processes add a lot of complexity - over time, these complex processes and integrations can become unwieldy. Unfortunately, this makes changing data structure or even adding new data points very difficult to accomplish for marketers.

Issue #5: Cost

Many organizations turn to SaaS email providers because they think it's a costeffective way to manage their email marketing. However, because these providers are requiring companies to replicate data and store it in their hosted solution, they have to add more hardware and storage capacity on their end, passing costs back to their clients. Essentially, their customers end up paying more. Companies own their data, which begs the question: why would they want to pay their email provider to store a copy of their data for them? Also, because of the complexity of integrating with these providers in order to automate processes, the set-up and implementation fees can also add up. Suddenly, what originally seemed like a cost-effective way to do email really starts to eat away at ROI.

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What other options are out there?

Traditionally, the only alternative to SaaS-based email solutions (besides a home-grown solution) was an on-premise installed solution. While this allows direct access to internal data, it essentially requires companies to become their own ESP, where they must manage deliverability, relationships with ISPs, SPAM complaints, click tracking, and hardware/storage pieces themselves. For manyorganizations, it's easy to understand why SaaS has been the more attractive solution of the two!

However, now there's a third type of solution, one that combines the advantages of both on-premise and SaaS into one model. It's called **hybrid email marketing**, and the only ESP offering it is MessageGears. With MessageGears, there's no data replication, meaning that customer data is secure and it stays where it belongs: behind a company's internal firewall. It's a new and better way for enterprise organizations to take full advantage of their internal data while still receiving the benefits of cloud-based email delivery. It's simply the most efficient way for marketers to send large amounts of email. To learn more about hybrid email, visit messagegears.com.

MessageGears is the first and only email marketing service to combine the power and security of installed software with the efficiency and scalability of cloud delivery. Built for the data driven enterprise marketer, MessageGears' unique architecture provides an extraordinary combination of data integration, data security, cost-savings and marketer empowerment.

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