



# Survey

Email usage,  
benefits and cloud

**Kopano**

Your data - your terms

# Email usage, benefits and cloud

The online survey is about an email/calendar service that allows sending emails, sharing calendars and integrating with other applications. Our goal was to learn about the usage and preference for several options of such services in the cloud.

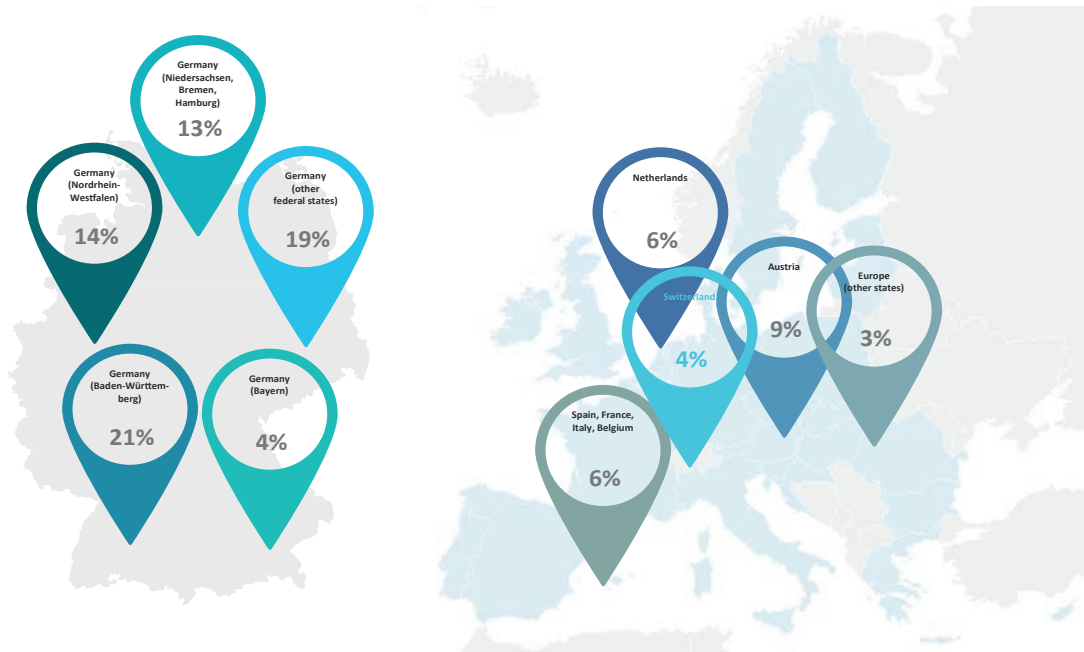
The survey is aimed at both technical and non-technical respondents.

The survey contained 19 questions in 5 categories and took place between **January 2021 and March 2021**. It was distributed exclusively by virtual means (social media, newsletters).

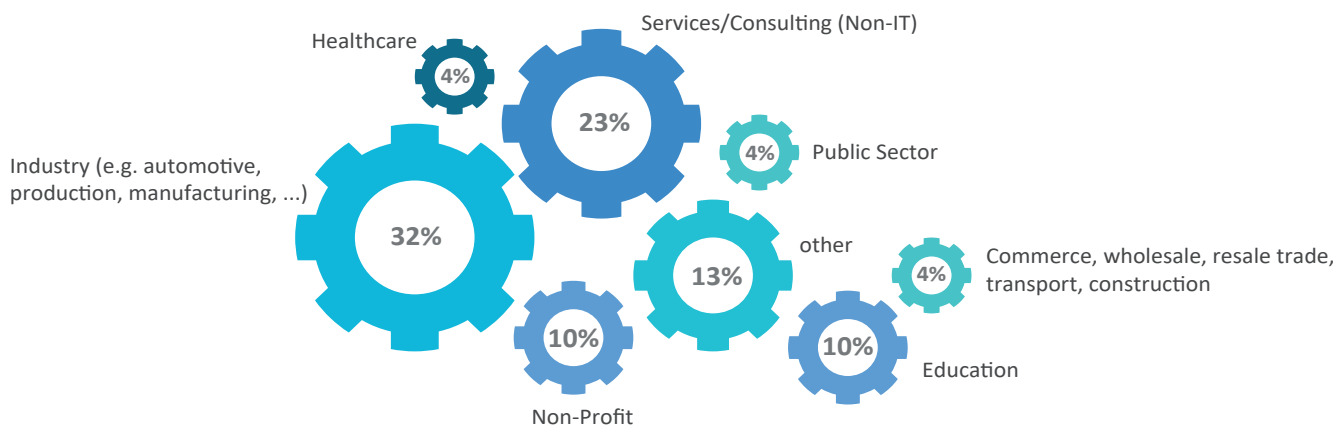
A total of 130 people participated during the survey period.

# General

## From which region are you?

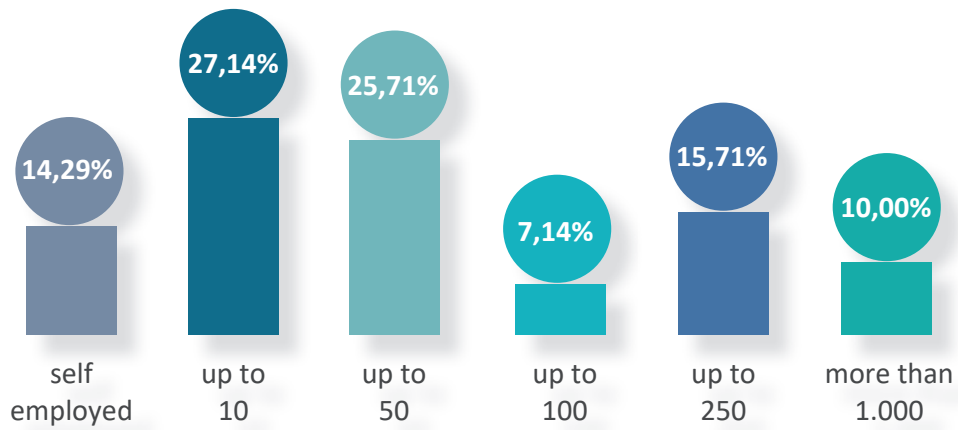


## What sector are you working in?

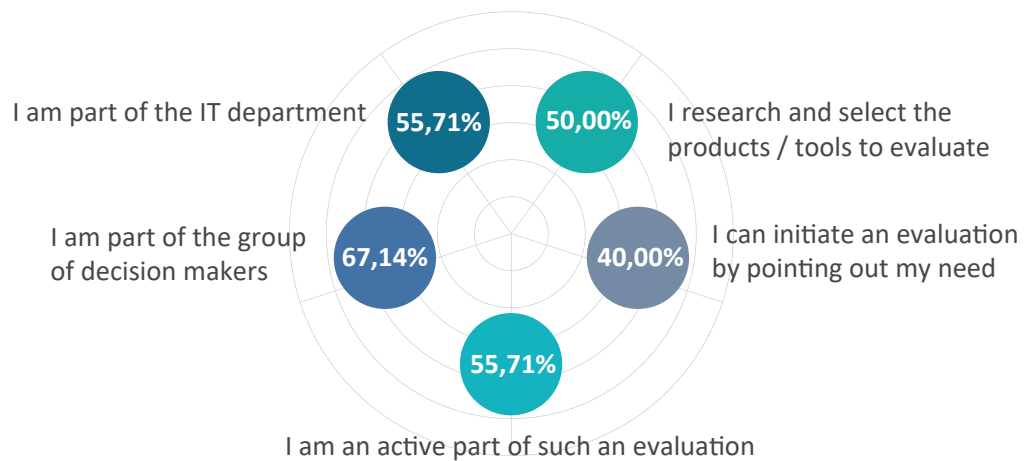


# Organization

What is the size of the organization you work for?

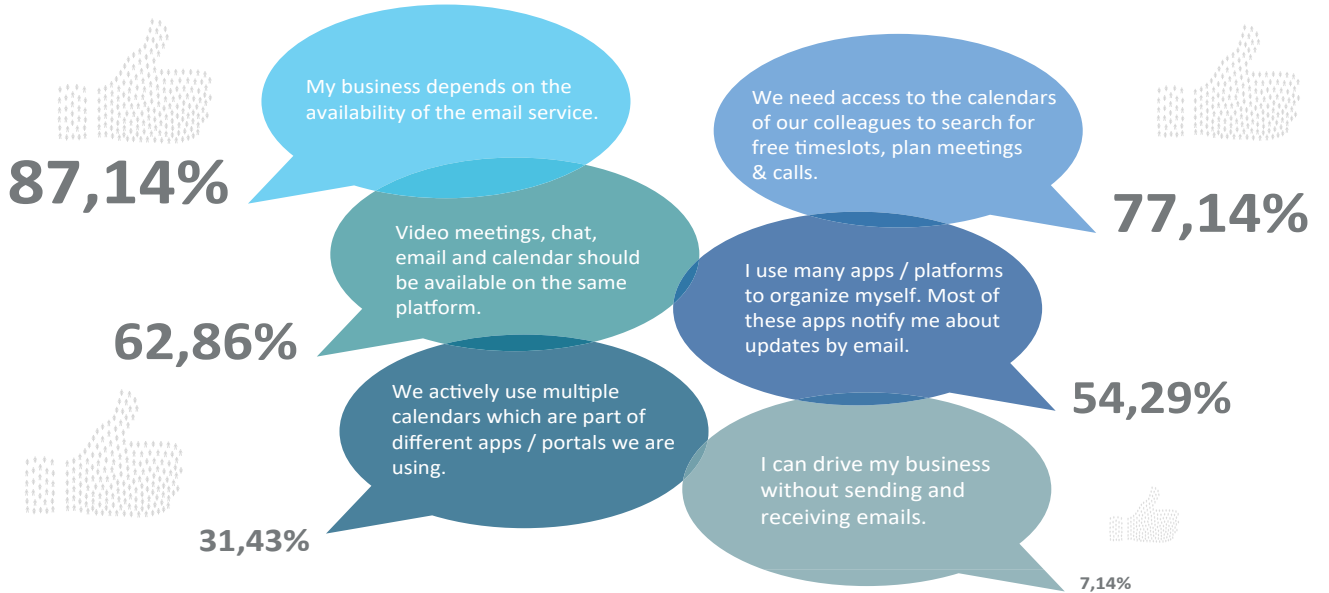


How can you influence the decision process when evaluating email/calendar software?



# General

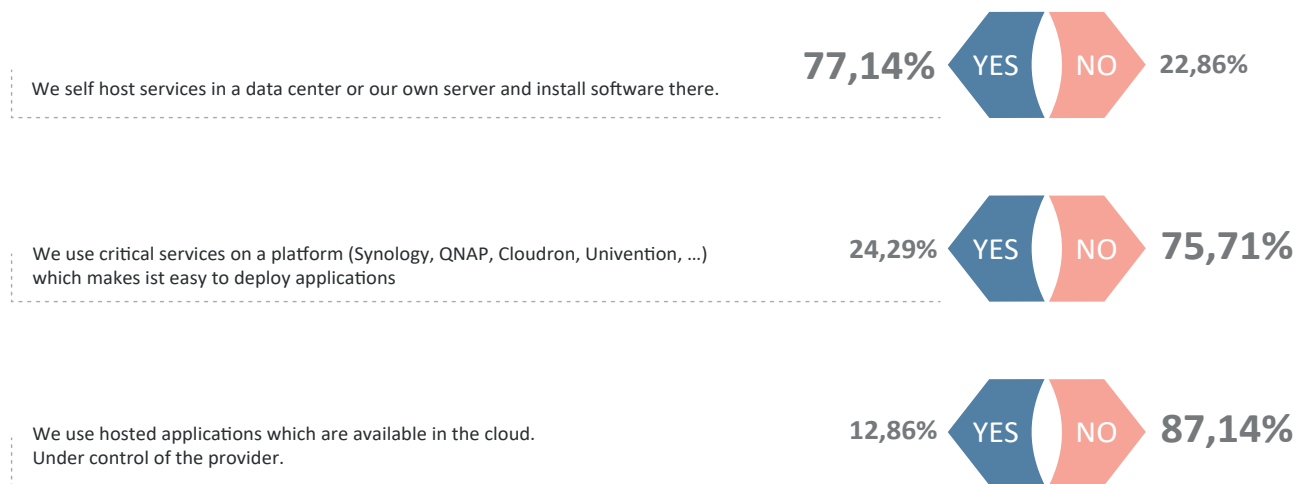
Which of the following statements is true for you?



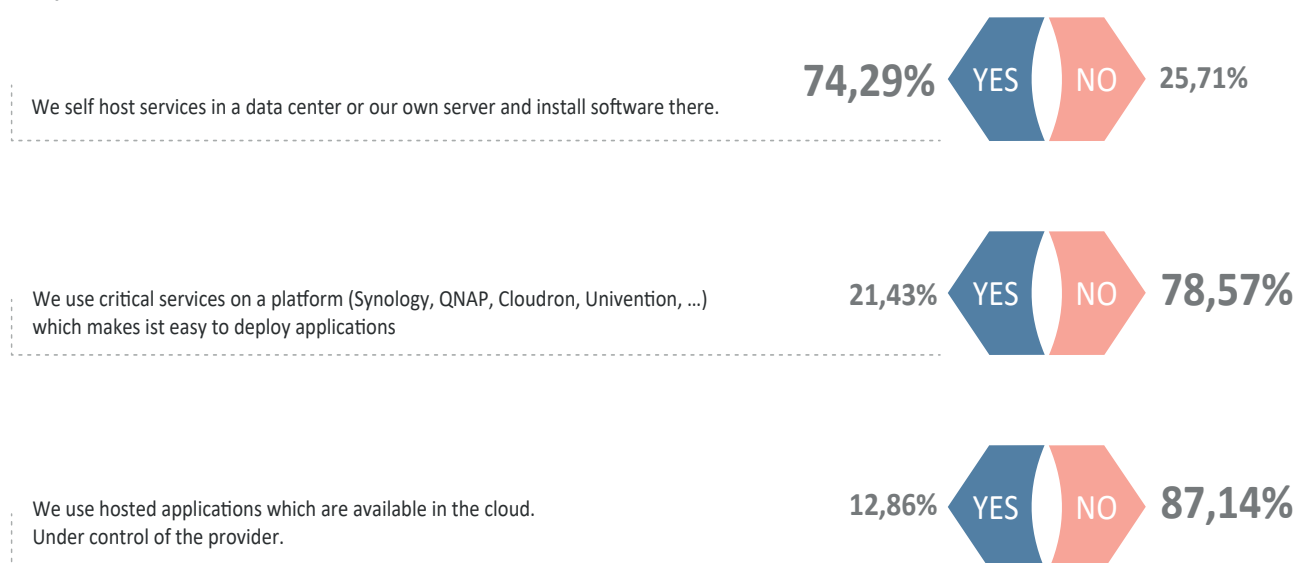
# Hosting

More than 70% of the participants prefer to self host either a data center or own server. About 87 % don't want their data to be available in the cloud. More than 75% don't use critical services on a sovereign platform.

## Which host would you generally prefer if you had the choice?

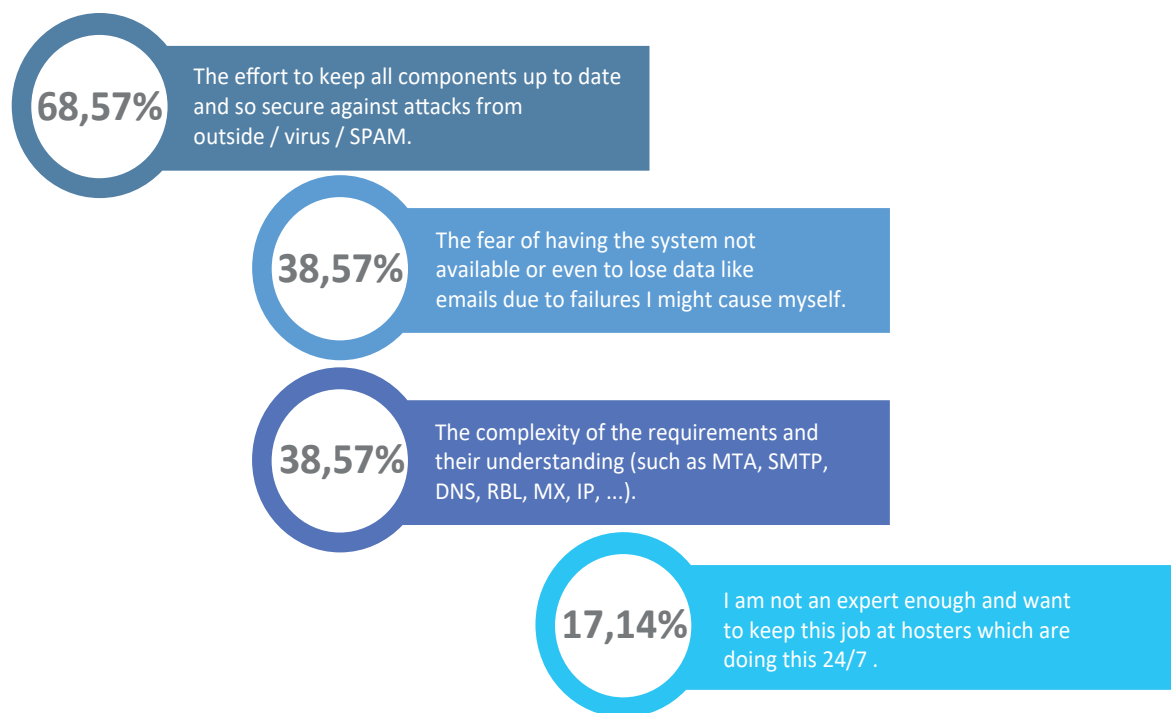


## Which host would you prefer for emails if you had the choice?

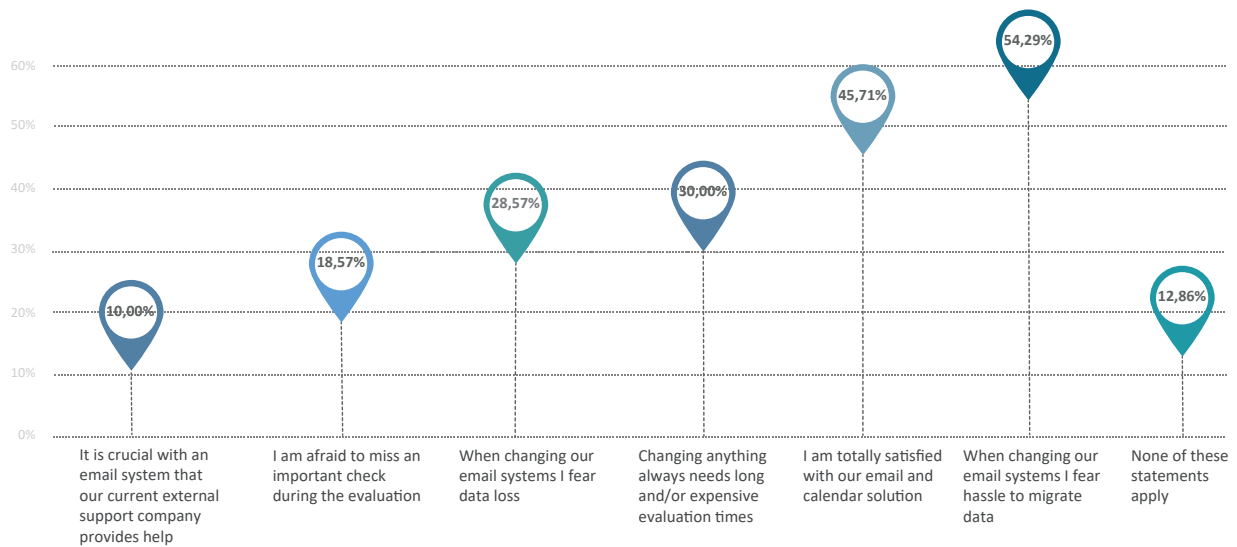


Most of the participants (ca. 70%) see their biggest challenge in keeping all components up to date and secure when running ones own email server. More than 59% fear of migrating data when changing their email service.

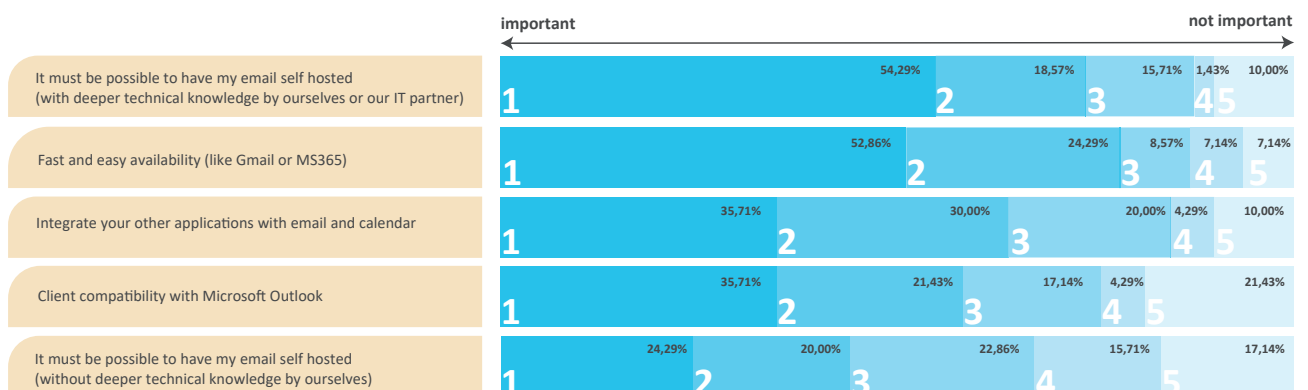
## What do you see as the biggest challenges when operating your own email server?



## Which statements are true for you as obstacles to change your email application?



## How important are the following things to you in your email service?

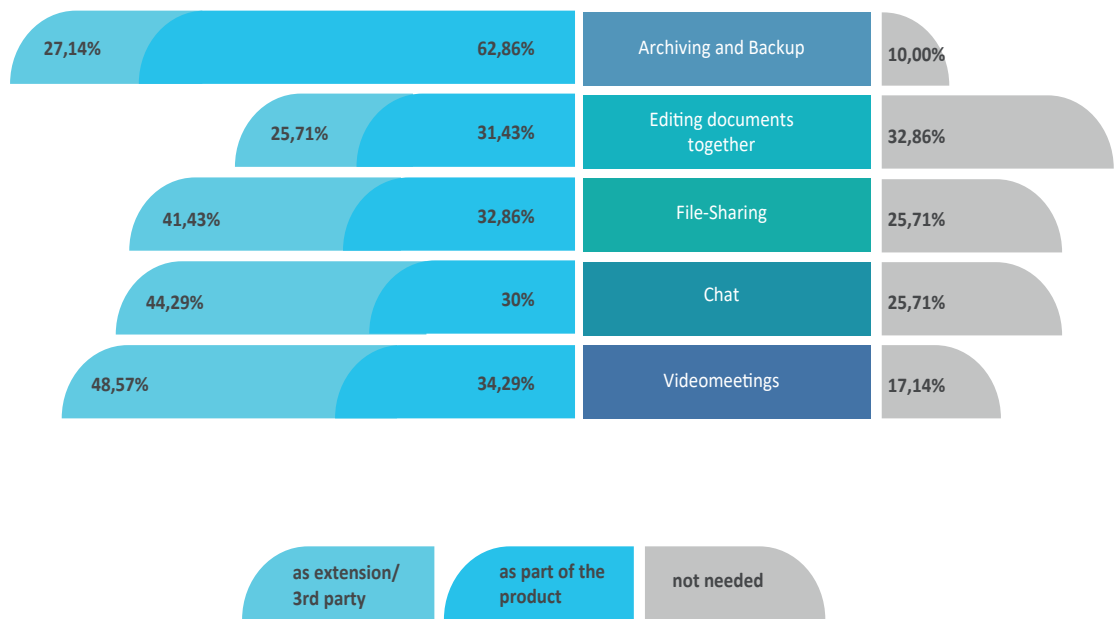




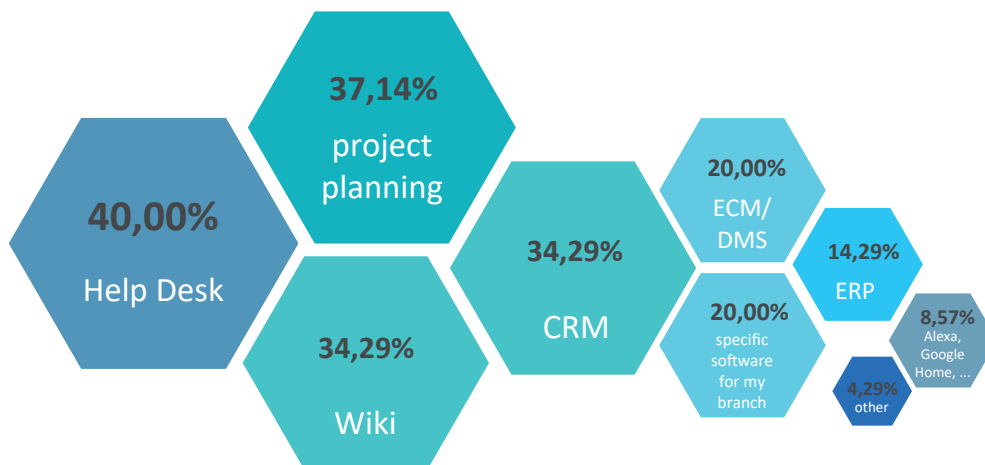
# Usage

Archiving and Backup are the most desirable offers for 90% of the participants. Despite of current discussions about collaborating via shared file editing about 1/3 (ca. 33%) don't need this feature.

## What integrations are most important for you?

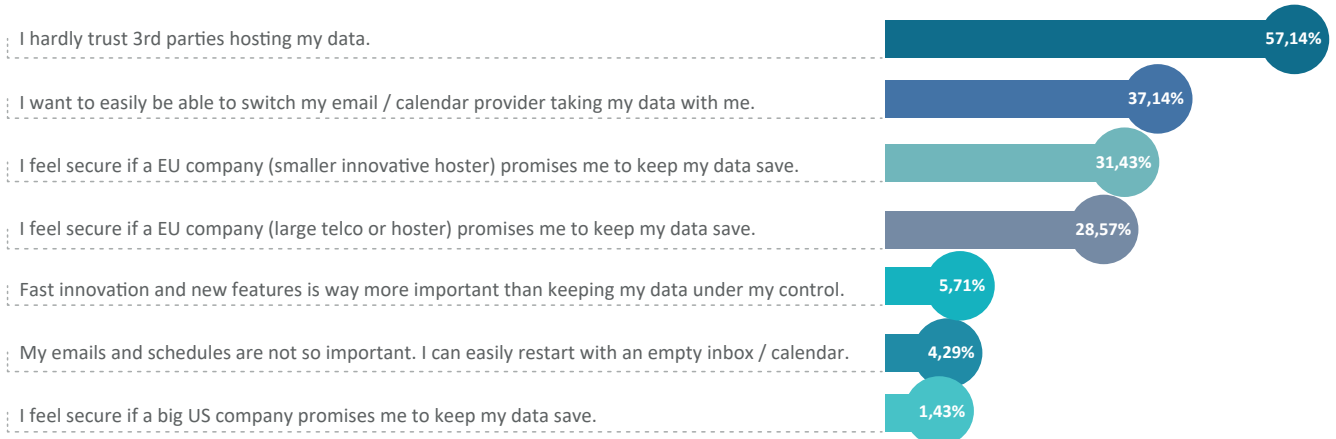


## What other integrations would you like to use?

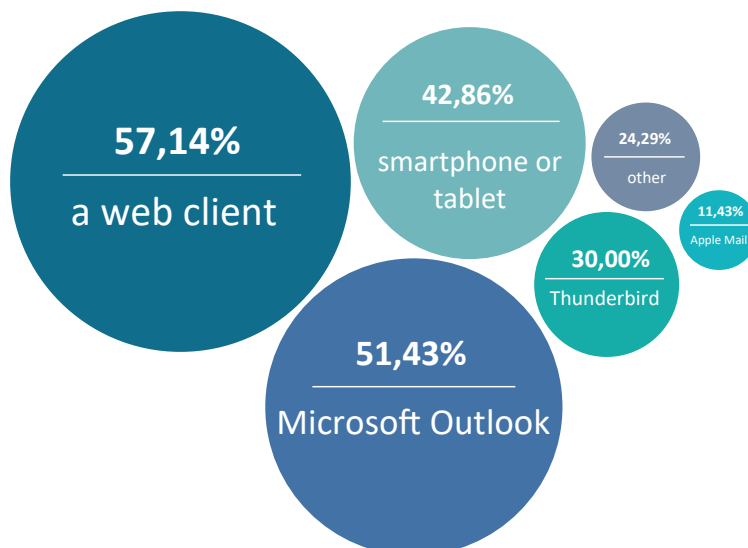


More than 55% of the participants hardly trust 3rd parties to host their data and 37% want to be able to have their data under own control. 60% feel secure about EU companies holding their data.

## Your emails and schedules reflect your daily work life. What is important for you?

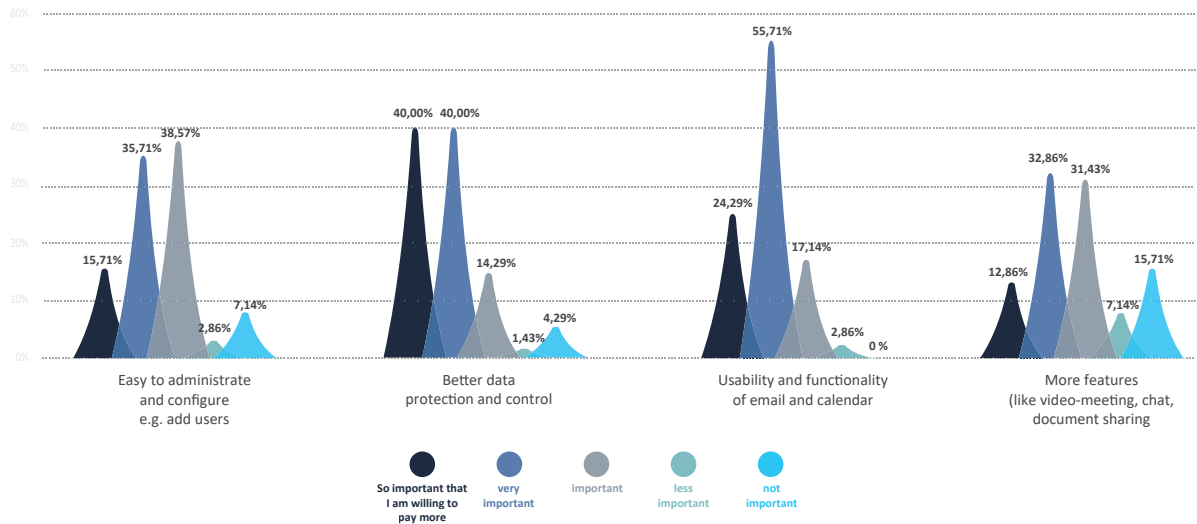


## How do you manage emails and calendars for your business?



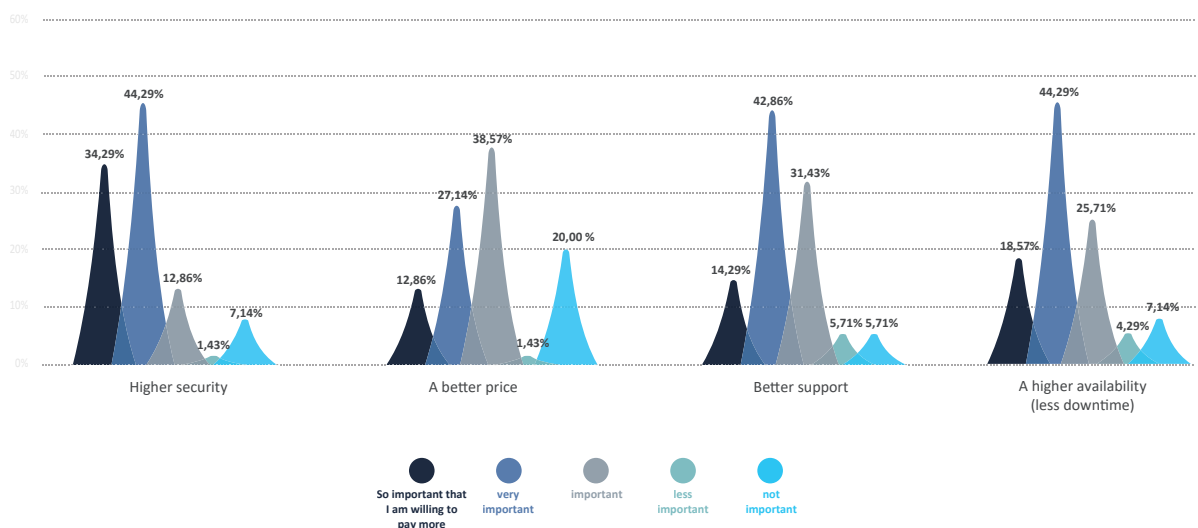
Better data protection and control are the most important offers for 40% and they are willing to pay more for this. Only 4% or less consider it as less or not important. Usability and functionality would make 55% of the participants switch to another email/calendar provider.

## Which of the following offers would make you consider a switch to another provider of email/calendar?



About 35% find that higher security is so important, that they are willing to pay more for such a product. A better support is very important for about 43%.

## Which of the following offers would make you consider a switch to another provider of email/calendar?





## Your data - your terms

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