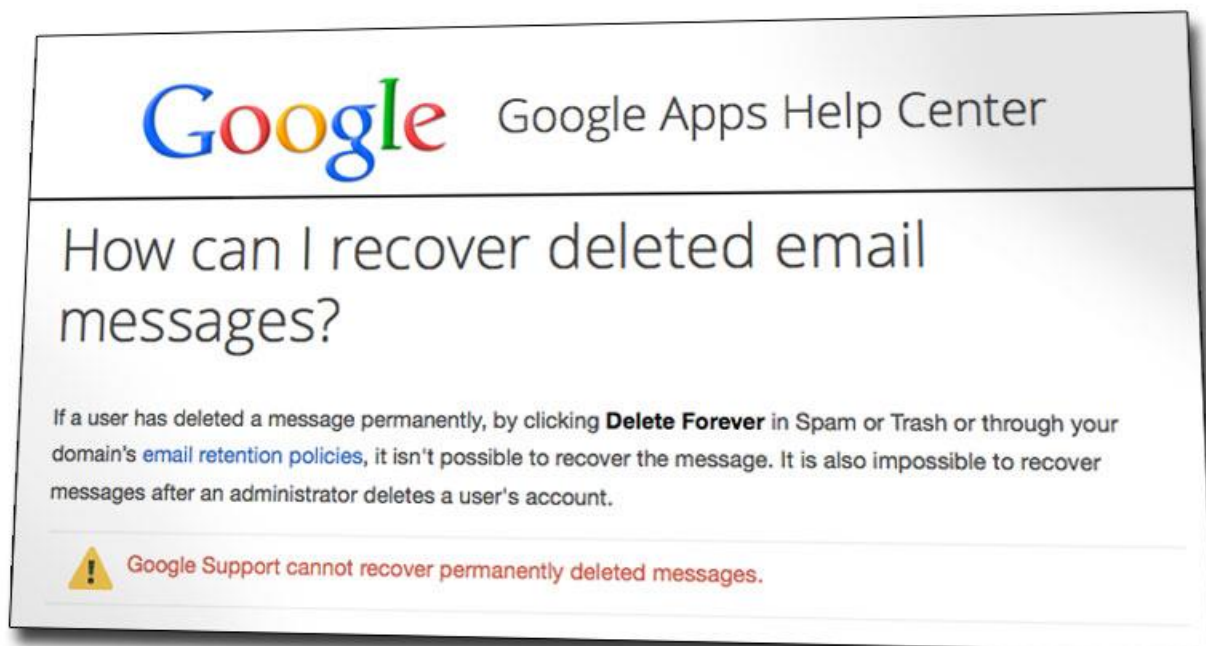


## Google Apps can't recover deleted emails. Yikes.

I don't have to tell you how important your email is. Gartner estimates that 80% of your business's intellectual property is stored in or communicated via email.

So imagine how you'd feel if, one day, you accidentally deleted your entire email account.

If you were a Google Apps customer, you'd feel particularly bad. That's because, unlike with CIO Dynamics, if you permanently delete your Google email, it's not recoverable. Nor is it recoverable if an administrator deletes an account.



Source: <https://support.google.com/a/answer/112445> accessed 4/21/2014

This is just one of the fundamental differences between Google Apps and Microsoft Exchange-based services such as ours. Google Mail was designed originally as a free consumer tool, and it's clear that it still lacks many enterprise-grade features.

If a few errant clicks by a user—or a mistaken account deletion by an administrator—can permanently destroy your business-critical data, then this isn't business-ready email.