

Vendor Profile

Retarus Increases Digitization and Improves Information Logistics with Cloud Services

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IDC OPINION

Retarus, headquartered in Germany, offers enterprise-level cloud communication services via its information delivery platform to increase digitization and improve information logistics in organizations across various industries. IDC believes Retarus' solutions and services enable the company's customers to manage the safe and efficient flow of information, driving productivity and digital transformation in enterprises. Through the management of communications using Retarus' services, organizations are able to enhance their security of sensitive content and messaging, ensuring undesired messages are stopped before causing any damage. Retarus also helps organizations drive automation of existing workflow processes, such as manual document capture and fax. In addition:

- OEMs in the traditional hardcopy industry are challenged with augmenting their business with adjacent revenue opportunities, and many OEMs are shifting to a services-led strategy. Many OEMs have a tiered approach to offer workflow automation services within an MPS program, and/or they provide standalone workflow solutions.
- IDC believes there is an opportunity for OEMs to partner with service providers such as Retarus to expand digital offerings opportunities in this space.

IN THIS VENDOR PROFILE

This IDC Vendor Profile examines Retarus, an information logistics company offering enterprise cloud services for secure global message delivery. This Vendor Profile provides an overview of important characteristics of the vendor such as company strategy, partnerships, go-to-market (GTM) plans, product portfolio, and future road map.

SITUATION OVERVIEW

Company Overview

Founded in 1992, Retarus is a privately held information logistics organization providing enterprise cloud services for secure global message delivery with over 3,000 systems connected and delivering offerings to over 200 countries. Retarus is headquartered in Germany, with offices around the world in the United States, Spain, France, Italy, Austria, Switzerland, Singapore, Australia, and the United Kingdom. The founder of Retarus has a software development background, with the company's first product combining the cc:Mail with CompuServe. Today Retarus supports business-critical processes including trading, ordering, invoicing, alerting, content security, transactional messaging, and capture. Retarus provides services to enable reliable communication, increase digitization, and improve

customer satisfaction and sustainable growth in companies throughout the world by ensuring people, machines, and applications work together seamlessly.

Company Strategy

Retarus targets all industries in need of optimizing their digital communications. Retarus focuses on providing solutions to meet specific business requirements of several industries including insurance, banking, IT and telecommunications, logistics, automotive, healthcare, internet economy, manufacturing, and retail and wholesale.

Retarus continues to invest in consulting and integration capabilities to meet the increasing demand of customers to fill their skills gap and to customize communication services in support of core business processes.

Retarus recognizes the power of partnering to drive innovation and scale and partners with a number of companies that are experienced in hosted solutions, providing them with additional expertise, individual solutions, and high-available communication applications. Some of Retarus' partners are: technology partners (ABBYY, SAP, Adobe, IBM, Lexmark, Microsoft, and Carrier), ISP partners (AT&T, Verizon, CenturyLink, Colt, and Telstra), systems integrators and hosters (T-Systems, Fujitsu, and NTT DATA), and business partners (Konica Minolta, Ricoh, and Swiss Post). Retarus has six datacenters with local processing in Germany, Singapore, Switzerland, and the United States, including partnered datacenters with Equinix, Green Data Center, and Interxion.

Recently, to increase customer centricity, Retarus reorganized its internal sales representatives to represent regions in which they are from, for example, the French speaking geographies in Switzerland are not targeted by the Suisse sales team but served by Retarus France. Retarus feels this strategy helps its sales organization better communicate with its customers and increase customer satisfaction.

Product Portfolio

Retarus owns all of its software and offers services in three main categories: enterprise messaging, business integration, and email security and compliance to manage organizational information logistics via one central communication platform through the Retarus Global Delivery Network. Retarus offers enterprise-level cloud fax services, SMS, and transactional email services and integrates any messaging with almost any application, whether ERP or CRM, mobile or web application, SAP, Microsoft or Oracle, Office 365 or G Suite, and on-premises or in the cloud. From digitized receipt to automated processing, Retarus receives incoming documents and digitizes them through capture services and EDI services. Retarus E-mail Security offers a variety of security mechanisms including Essential Protection, Advanced Threat Protection, and Postdelivery Protection. Retarus Enterprise E-mail Archive and E-mail encryption and forensic SIEM integration complement the security services to protect customers' email infrastructure and meets internal compliance regulations. The web-based Retarus Enterprise Administration Services Portal (Retarus EAS Portal) offers live monitoring and detailed reporting to admins and IT managers. An enterprise-level 24 x 365 support and dedicated service managers are also available.

Retarus offers a wide range of cloud services including Retarus Email for Applications, E-mail Security, Enterprise SMS Services, EDI Services, Cloud Fax Services, and email management services. Retarus' Cloud Services integrates with office applications, SAP systems, SAP HANA, ERP/CRM systems, and web applications such as Oracle, API and Legacy Systems, Microsoft

Windows, Microsoft Exchange, Microsoft Office 365, IBM Notes/Domino, IBM WebSphere MQ, Google Apps for Business, and web browsers.

FUTURE OUTLOOK

Retarus plans to embrace partnerships to drive innovation such as by expanding partnerships with workplace providers (such as SAP and Microsoft), MFP providers, large service providers, and systems integrators (such as T-Systems). In addition, Retarus plans to continue to heavily invest in its products and services, extend its consulting expertise, and drive its channel sales.

ESSENTIAL GUIDANCE

IDC recommends that organizations evaluate their business processes and look to digitize workflows and communications to enhance productivity, improve communication, and enhance security of content. Cloud communication services can help organizations on their digital transformation journey and enhance security of communications and content.

Advice for Retarus

- Retarus should look to expand relationships with OEMs to further its customer reach, gain more visibility, and strengthen its position in the market.
- As Retarus invests in its future solutions and services portfolio, the company should add analytics and machine learning components to its offerings. Data analytics would add value not only to the information provided to the customer but also to customer information available to Retarus.
- As compliance and security continue to rise as top priorities for enterprise, especially with GDPR, Retarus should emphasize its security capabilities in its marketing messaging to customers.

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Related Research

- *Nuance Helps Customers Automate Workflows: Power PDF 3 Release* (IDC #US43964218, June 2018)
- *Ricoh Takes the Next Step in Automating Mail Services* (IDC #US43861718, June 2018)
- *Worldwide and U.S. Outsourced Document Services Forecast, 2018-2022* (IDC #US43255118, May 2018)

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