	CLOUD		ON-PREMISES MTA	
	BENEFITS	**CHALLENGES**	**BENEFITS**	**CHALLENGES**
Ease of Use *(getting started & ongoing)*	Start sending in minutes. All aspects of email delivery are managed by the vendor.	Proprietary HTTP APIs and webhooks may require development. Good news: our APIs are universal and require no code changes. Goodbye, dev work!	Ongoing maintenance can be low for senders with good practices.	In-house MTAs require installation, configuration and continual maintainenance, which can be costly and time consuming.
Deliverability	Deliverability experts are on staff to maintain performance and provide support. Configuration optimizations happen regularly on behalf of customers.	Deliverability issues can arise due to bad actions of other customers. Less sender reputation protection than an isolated on-premises solution.	Risks associated with outside impacts to sender reputation are removed.	Deliverability issues can arise if MTAs are not continually monitored and managed. Using IP ranges from poorly managed hosting providers may lead to "bad neighborhood" problems similar to the cloud.
Scalability as your Volume Grows	Send as much as you need to, when you need to. No need to spin up new servers on-prem.	CPM costs become unmanageable around 500M to 1B per month.	Becomes more cost-effective than the cloud as volume scales beyond 500M to 1B per month. New servers can be added as needed.	Additional servers may be needed as volume reaches certain thresholds.
Customer Support	Support is available to all customers at no cost. Packages for advanced Deliverability Support and Managed Solutions are also available.	Support may be limited to VIP customers or require paid consultations. Not at SocketLabs! We offer Support via chat, email and phone. Got a question? Contact us.	When using Hurricane MTA, in-house support needs are typically limited to internal management and ongoing maintenance.	External support is limited. In-house teams must manage MTA tuning and troubleshooting.
Cost for High-Volume Senders	Straightforward pricing model. Cost is tied to sending volume (which typically syncs with revenue growth), so businesses can plan budget accordingly.	When sending more than 500M to 1B per month, CPM costs eat into email ROI.	Costs are fixed on an annual basis, allowing your revenue growth to potentially outpace costs associated with your email infrastructures.	Costly to setup. Requires in-house team to configure & maintain MTAs. Volume growth may require additional physical servers ($$).
Data Security & Compliance	Secure, reliable message delivery w/ authentication support, end-to-end encryption, 2-factor auth & customer privacy protection. On-prem senders can manage risk with a cloud solution for redundancy.	Less security protection than an on-premises solution. SocketLabs is GDPR and CCPA compliant, Privacy Shield Certified and VeraSafe Verified to ensure your data is secure.	The most secure option available. Ideal for businesses operating in highly-regulated industries where security and compliance with CASL, GDPR, CCPA, etc. is a priority.	Must rely on in-house staff or consultants to maintain security standards & compliance. Managing dedicated MTAs in multiple geographic regions when trying to solve data residency issues is costly.
Flexibility & Advanced	No MTA experts needed! Configuration and tuning are managed for you, so you're primed to hit the inbox.	Advanced or custom configurations may not be possible, or may only be offered at additional cost to the sender.	Full control over configuration, allowing you to fine-tune to your specific email needs.	As the Spider-Man proverb goes, "With great power comes great resposibility." Configuring and fine-tuning your email program requires special care and an attention to detail.
Performance	In addition to typical email performance analytics, our ***SocketLabs StreamScore*** determines the overall health of your email program & identifies opportunities for improvement.	Reporting and capabilities found within some vendor platform can be lacking. Learn more about ***SocketLabs Intelligent Reporting***.	Ability to connect to other on-premise data sources, CRMs, financial software or BI tools enables a more holistic approach to marketing.	All aspects of data tracking and reporting must be developed by the in-house team. Issues with data accuracy and visbility into performance are reliant upon development staff to correct.

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