



inboxx
e-mail. no leak. no loss.

MEDIA ALERT

30th June 2008

Google initiates e-mail 'cold-turkey' – GFT inboxx comments

Following on from controversial initiatives at Intel such as “No e-mail Fridays” and “Quiet time Tuesdays”, engineers at Google have recently devised the “e-mail addict” tool* which enables users to lock themselves out of their e-mail account for 15 minutes at a time. The feature, currently being tested, is being spearheaded as a tool to boost productivity.

Juergen Obermann, CEO of GFT inboxx, a leading provider of unified archiving solutions, has said the following of the news:

“It still amazes me that any tool which actively promotes e-mail downtime can actually be seen as an enabler to productivity. E-mail is undoubtedly our greatest business asset today – and curtailing its use seems to be missing the fundamental reason as to why this communication tool was first created.

True, e-mail management can be an extra burden on employees, but companies seem to be missing the point with these initiatives. Shutting down an e-mail system for 15 minutes isn't going to stop the flow of communication, it's just going to mean that staff spend more time catching up.

As most of the time wasted on e-mail is due to staff trying to stay in line with their imposed company e-mail limits, wouldn't it be more sensible for organisations to firstly educate their staff on the appropriate use of e-mail – hopefully reducing unnecessary e-mail chains – and secondly, introduce a robust archiving solution that significantly reduces the size of e-mails? This would effectively limit the amount of time spent by employees managing their inbox, whilst retaining the benefits of ongoing, open communication via e-mail.”

About GFT inboxx

As a leading European provider of solutions for email archiving, GFT inboxx GmbH combines extensive experience in the archiving sector with in-depth know-how of the regulatory requirements and compliance. GFT inboxx has more than 20 years experience in the archiving sector and can already look back on more than 1500 successful installations worldwide.

The company offers its customers a best-in-class service from the European development and service centre in Hamburg. The company, with its headquarters in Hamburg, was founded in 1980 and is a wholly-owned subsidiary of GFT Technologies AG, an internationally leading IT service provider with sales of more than 247 million euro (2007). Via the parent company, GFT inboxx GmbH has access to a worldwide network of locations and around 1200 IT experts.

You can find more information on GFT inboxx GmbH at www.gftinboxx.com. The GFT Group share (WKN 580 050) is listed in the Prime Standard on the Frankfurt Stock Exchange and is a member of the GEX (German Entrepreneurial Index). You can find more on the GFT Group at www.gft.com

Media contacts:

Jonathan Mathias or Jacqui Depares
Johnson King
+44 (0) 207 357 7799
inboxxTeam@johnsonking.co.uk

Bernd Hoeck
Marketing Director Europe
GFT inboxx GmbH
Brooktorkai 1
20457 Hamburg
Germany
+49 40 35550 0
bernd.hoeck@gftinboxx.com