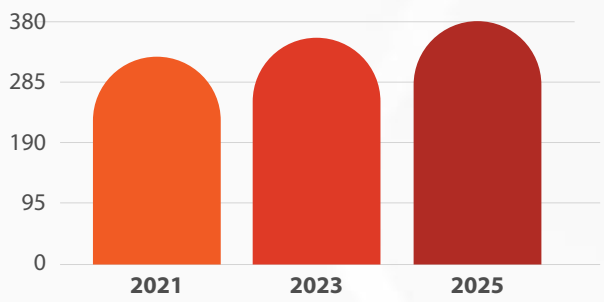
Email isn't Dead - It's still the Backbone of Business Communication

Email isn't going away — it's evolving. From everyday collaboration to high-stakes decisions, email continues to anchor business communication while adapting alongside new tools like chat.

EMAIL AT GLOBAL SCALE

Daily email traffic is projected to exceed 376 billion messages by the end of 2025, highlighting email's persistent role as a foundation of digital communication.

BILLIONS OF EMAILS SENT PER DAY (RADICATI)



376 billion emails/day projected by 2025

PERCENTAGE OF PEOPLE USING EMAIL DAILY (RADICATI)



Source: Email Statistics Report, 2021-2025, The Radicati Group



EMAIL DOMINATES CRITICAL COMMUNICATION

89% of IT leaders rank one-to-one email as important to their organization—slightly ahead of collaboration tools (86%). When reliability and auditability matter, businesses turn to email for client communication, IT alerts, and internal updates.

COMPLIANCE, SOVEREIGNTY & TRUST UNDER PRESSURE

When communication is sensitive, strategic, or high-risk, email remains the channel organizations trust. Yet only 47% of IT leaders feel very confident in their compliance posture, revealing a gap between reliance and readiness.

Data sovereignty and email governance are now boardroom priorities.

Source: The State of Business Email 2025, Exclaimer



EMAIL + INSTANT MESSAGING: BETTER TOGETHER

Email and instant messaging serve distinct but complementary functions. It's not about choosing one over the other — it's about making them work seamlessly together. Email ensures consistency and accountability, while chat delivers speed and agility.



Email Strengths

- Auditability
- Client & external communication
- Policy & compliance records
- High-stakes communication



Instant Messaging Strengths

- Real-time speed
- Quick coordination
- Informal updates
- Project collaboration

Together: Fast collaboration + Reliable accountability

Speak to our Zimbra Experts