



Hotel California

The email security trap you checked into and can't leave.



A White Paper for
South African IT and
Procurement Leadership

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Vendor Lock-In, Archive Dependency,
and the True Cost of Staying.



Introduction

Email security platforms are today's Hotel California. Organisations sign on for threat protection, compliance coverage, and a unified archive – and the platform delivers. For a while.

Then, quietly, years of email data accumulate inside the vendor's infrastructure: millions of messages, compliance records, and audit trails the business is legally obligated to retain. Nobody thinks about leaving because, functionally, leaving has become unthinkable. The door was only ever designed to open one way.

That asymmetry is not accidental – it is a business model. When renewal time comes, IT leaders believe they are negotiating. They are not. The vendor knows exactly what migration would cost, and a thirty percent price increase above market rates stops being a negotiation point and starts being a hostage situation with a polite subject line. That is not a renewal. That is leverage.

The Trap

You signed up for world-class email security. The platform delivered. And every year since, your archive grew – quietly, inside your vendor's infrastructure.

Now you're sitting on years of email data, compliance records, and audit trails. Leaving sounds simple. It isn't.

"You can check out any time you like. But you can never leave."

– The Eagles.

Your email security vendor built a business model around this.

Your vendor knows the cost of leaving better than you do – and they set your renewal price accordingly.

Your Archive Is Growing. Fast.

Based on a 100-user organisation sending and receiving 80 emails per day:

Year 1	Year 3	Year 5
430 GB	1.3 TB	2.1 TB
Compressed archive	Compressed archive	Compressed archive

Every month you stay, the archive grows. Every GB added is another R120 on your eventual extraction bill.

What Leaving Actually Costs

Your vendor charges R120/GB to extract your own data. SYNAQ charges R78/GB to ingest it. Here's what that means in real rands:

Archive Size	Extraction	Ingestion	Total
1 TB	R120,000	R78,000	R198,000
5 TB	R600,000	R390,000	R990,000

R990,000

To retrieve data that legally belongs to you. That number is why you said yes to your last renewal. Not because the product earned it.

You're Also Overpaying Every Month

Before migration costs are even considered, based on current market benchmarking your actual rate may vary.

R218

Estimated market rate / user / month

R114

SYNAQ rate / user / month

R104

Saved per user per month

R124,800

Saved per year (100 users)

R374,400

Saved over 3 years

The Full Picture

Net Position Over 3 Years

Scenario	Archive	Migration Cost	3yr Saving	Net Position
Standard terms	1 TB	R198,000	R374,400	+R176,400
Standard terms	5 TB	R990,000	R374,400	-R615,600
SYNAQ Initiative (Ingestion Only)	1 TB	R78,000	R374,400	+R296,400
SYNAQ Initiative (Ingestion Only)	5 TB	R390,000	R374,400	-R15,600

SYNAQ's extraction-cost waiver is a time-limited initiative. When it closes, 5 TB migrations move from near-breakeven to a R615,600 net loss.

Why This Matters More in South Africa

This isn't just a cost problem. It's a compliance problem.

POPIA

Organisations must protect personal information – including data stored and transmitted via email. An archive you can't control isn't compliant.

Companies Act

Business communications must be retained for up to 7 years. Your archive is a legal record, not a storage convenience.

FSCA / FICA

Financial services firms face regulatory inspection obligations. An archive locked behind vendor extraction terms creates direct enforcement exposure.

SABRIC

Business Email Compromise is the fastest-growing cybercrime category in South Africa. Your archive holds the evidence trail for any investigation.

Data Sovereignty

Your archive shouldn't leave the country. Under POPIA, offshore hosting creates real compliance risk. SYNAQ keeps your data in South Africa – by design.

A breach originating from an unprotected email environment doesn't just create an IT problem – it triggers mandatory disclosure to the Information Regulator, potential enforcement action, and reputational damage that's nearly impossible to reverse.

The window to leave is open.

SYNAQ is able to extract and import your archive from your incumbent vendor — removing the largest barrier to migration.

Without SYNAQ Initiative

1 TB migration

R198,000

With SYNAQ Initiative

1 TB migration

R78,000

5 TB migration

R990,000

5 TB migration

R390,000

**Ask us for a cost
comparison against your
current renewal quote.**

No commitment. No sales pressure. Just the numbers, side by side.

sales@synaq.com | synaq.com | +27 11 262 3632