

Email: The Killer App for Linux

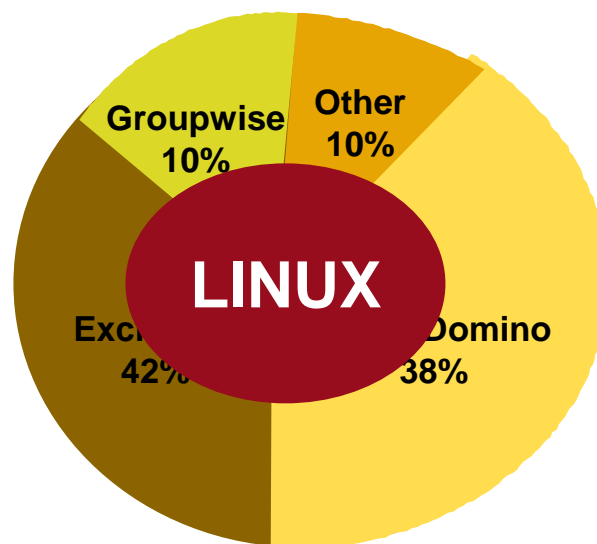
**Hal Steger
VP Marketing
Scalix Corporation**

Email: The Killer App For Linux

- Why email is prime candidate for Linux
- Advantages of Linux-based email
- Co-existence and migration

Email Market Size

- \$1.8B growing to \$2B over next few years



Large Email Market, Ripe for Disruption

Drivers:

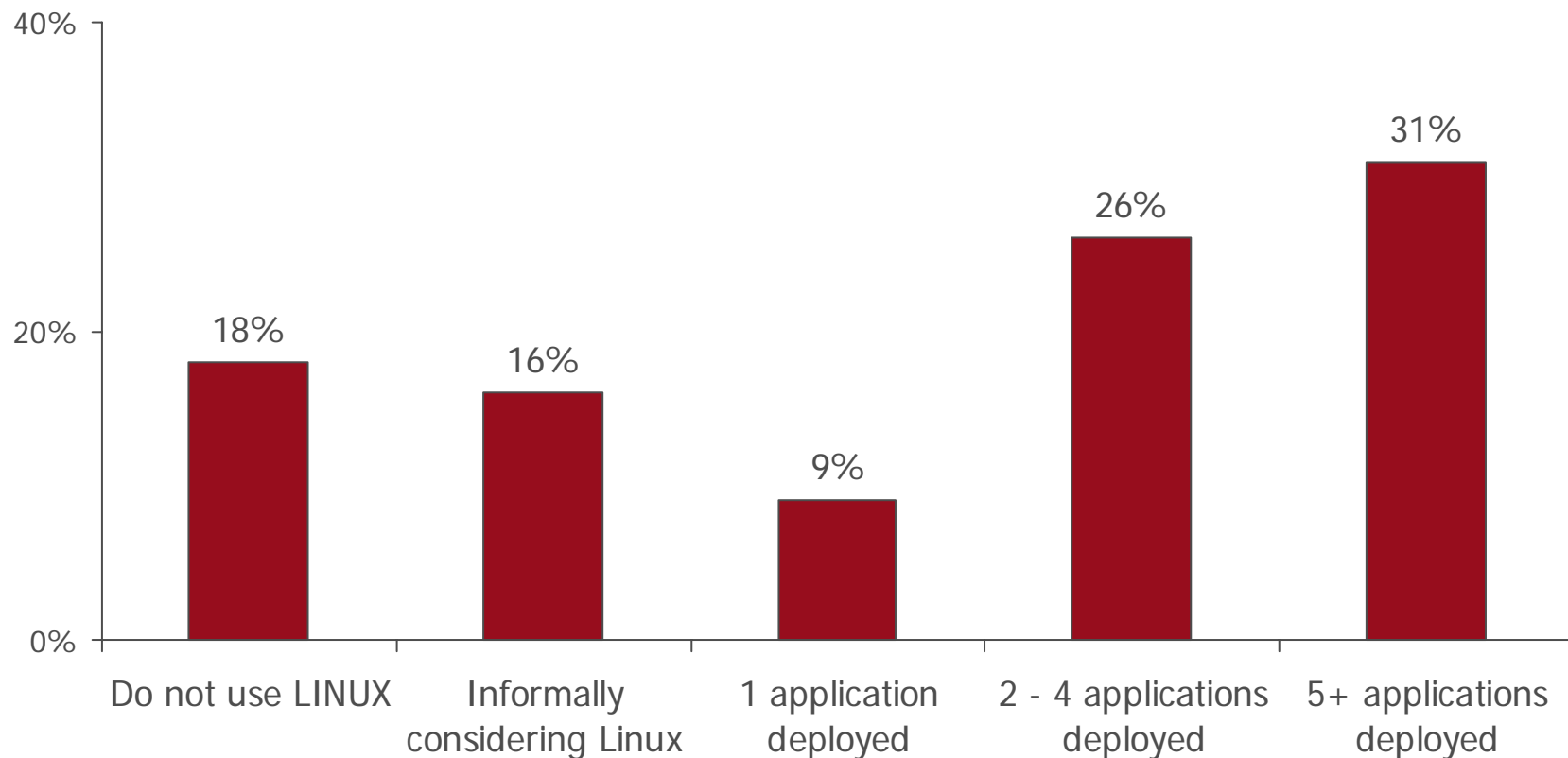
- Major product upgrade cycles
- Tensions with Microsoft as provider
- Proliferation of Linux as data center platform
- IBM and Novell proactively pushing Linux

State of Email Market

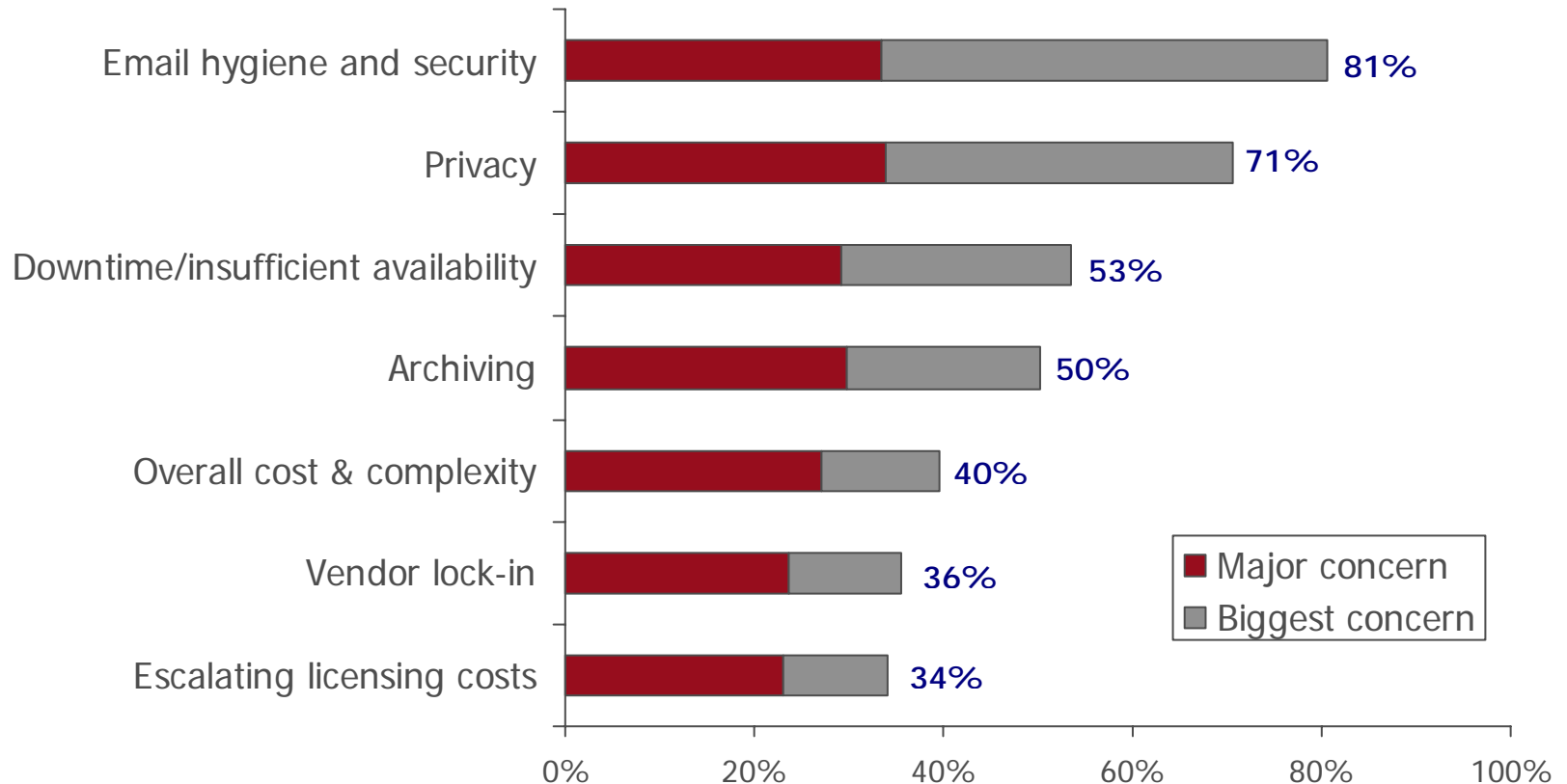
- **Mission critical**
 - More important than phone, but... less reliable and secure
- **Pain and frustration**
 - Rising cost and complexity
 - Security, spam, viruses, compliance issues
- **Lack of choice and flexibility**
 - Proprietary architectures impede interoperability
 - Technology and licensing lock-in
- **Slow innovation due to concentrated market**

Linux Application Usage

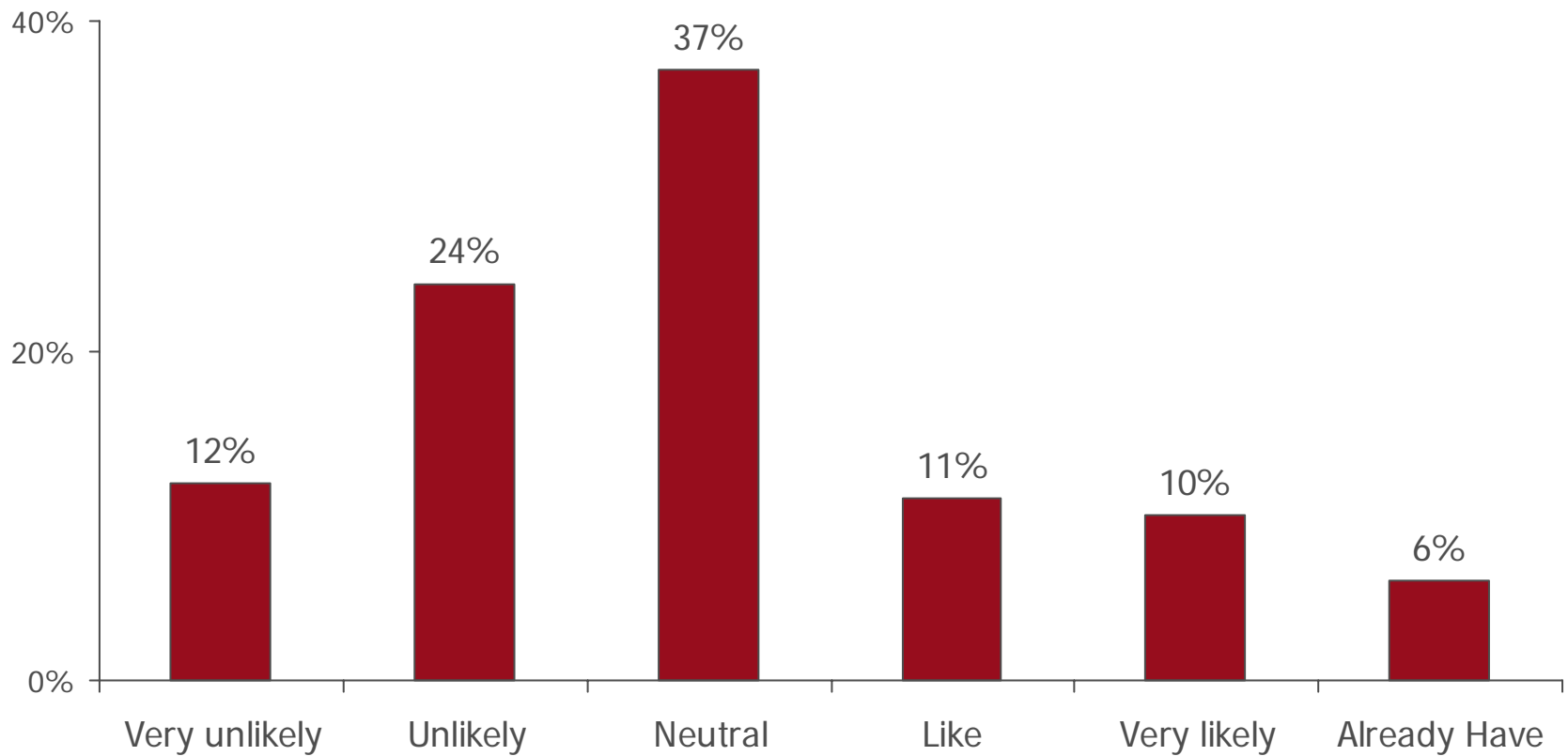
■ Roughly two-thirds use Linux application(s)



Major Messaging Concerns



Consider Switch To Linux Email



"Neutral" Comments

- **Function and cost are most important**
 - *"I am open-minded when it comes to technology. If there is a better and more cost efficient option, then it doesn't matter whether it is Windows Based or Linux/UNIX based."*
 - *"Looking for big advantage over existing systems."*
 - *"I will use whatever email system that best suits our needs. The platform doesn't matter."*

Email Vital Statistics – Analyst Research

20%

plan to migrate to a different vendor email system in next 24 months

21%

would prefer Linux for email, if they could scrap their current infrastructure

55%

would consider a switch to Linux messaging, if no disruption to end users

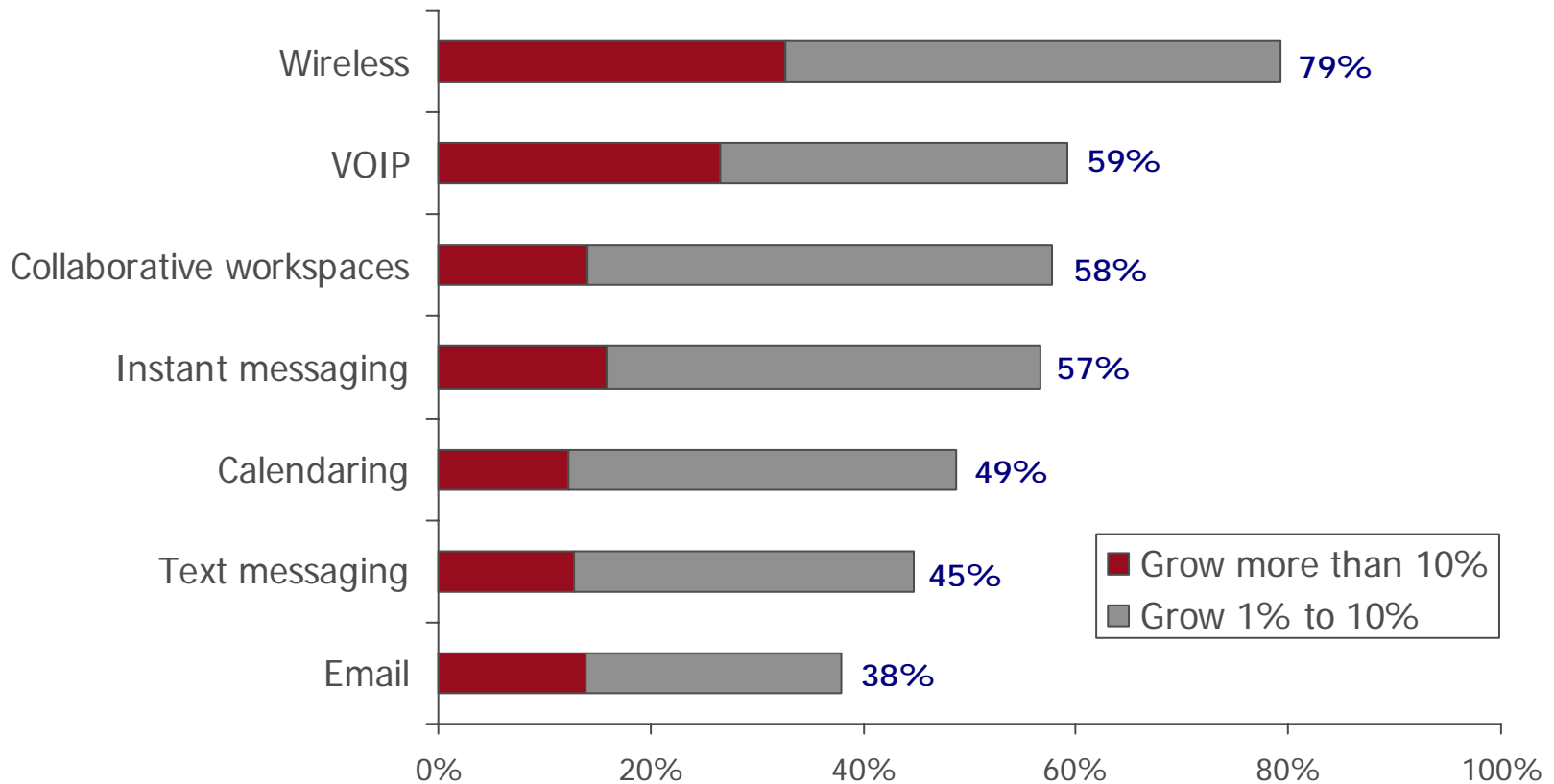
74%

corporate e-mail client base that uses Outlook

Most

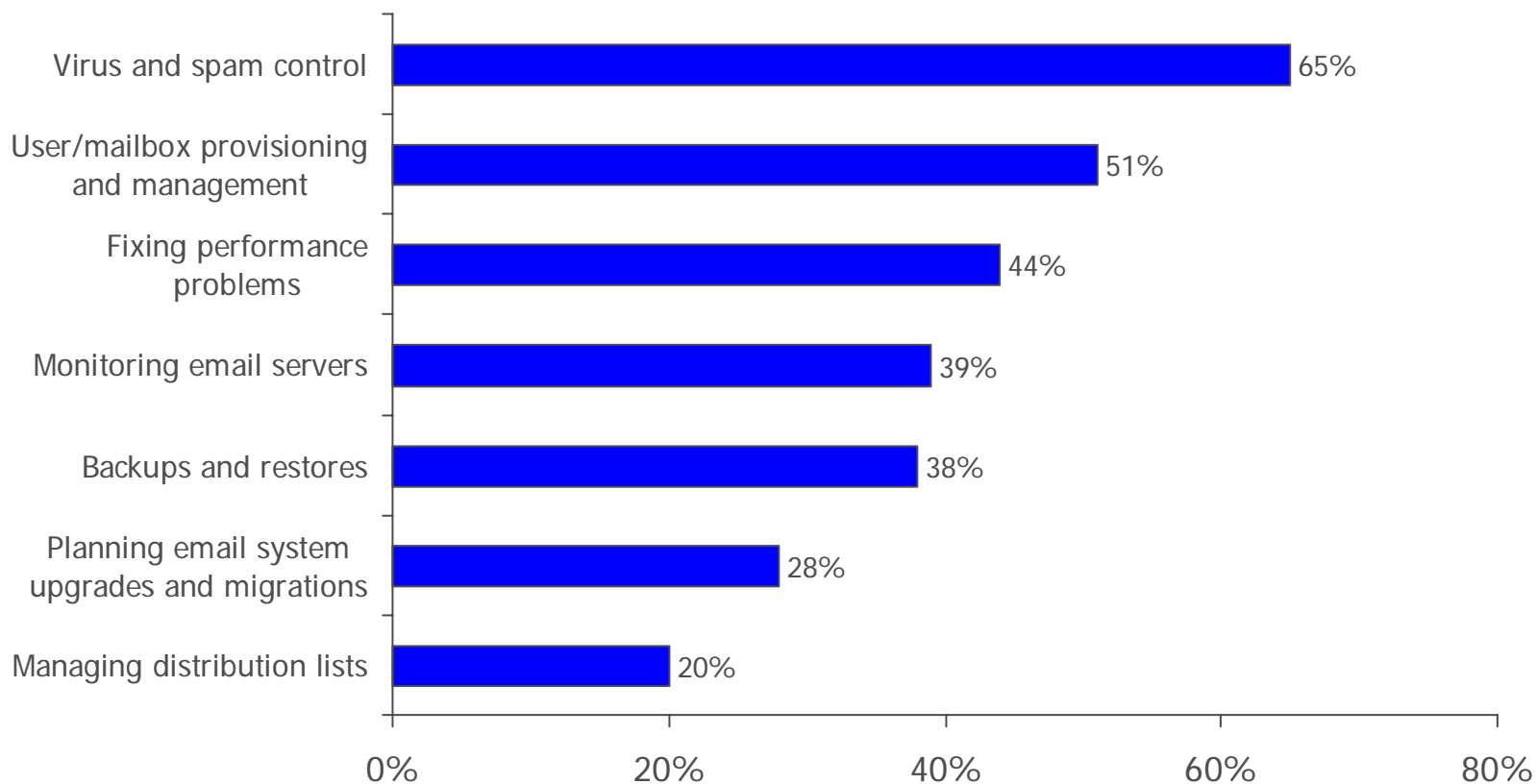
prefer web access, if key functions supported

Future Growth Of Messaging Functions



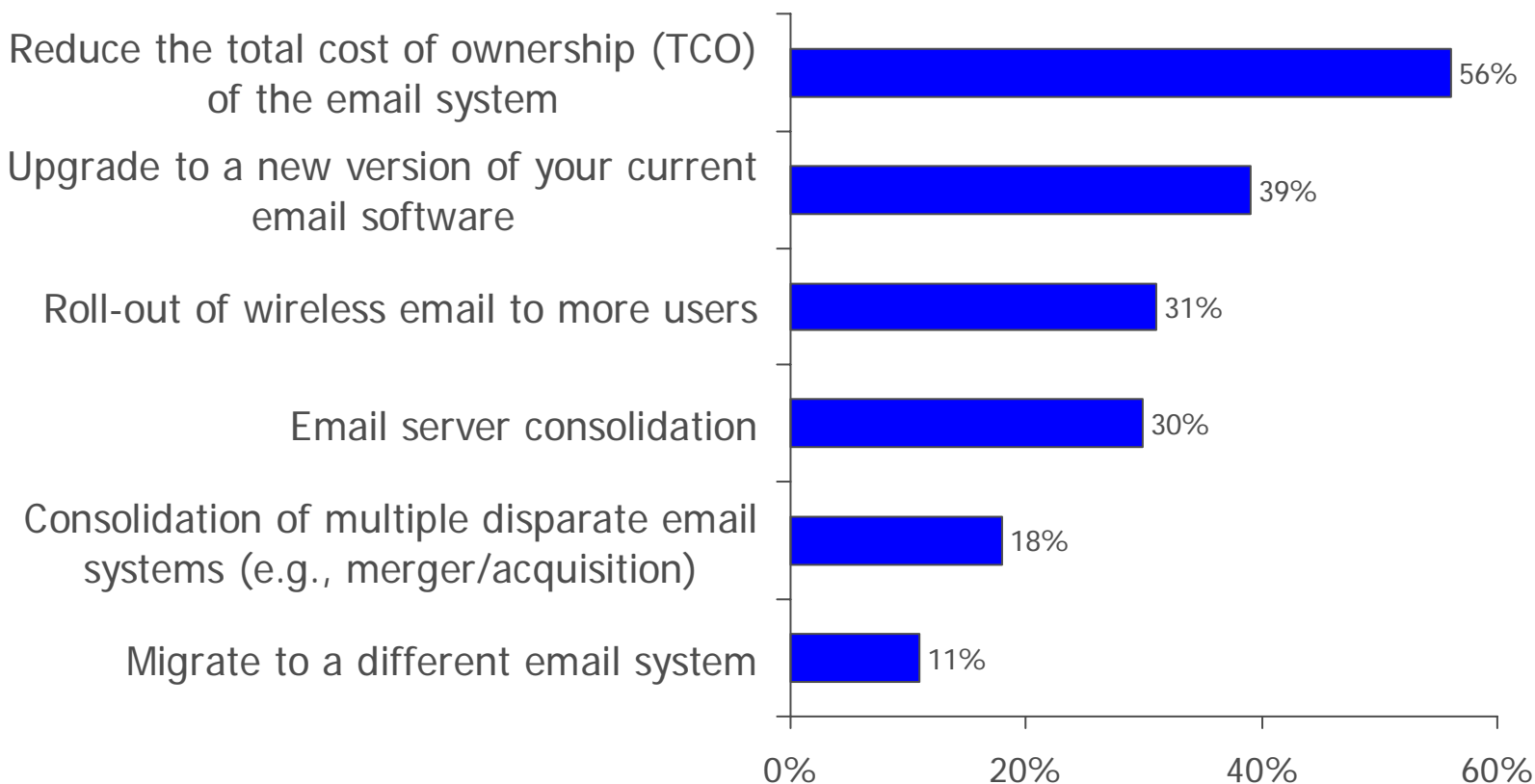
Admin Tasks Taking The Most Resources

- Virus and spam control takes the most resources for two-thirds of companies sampled.



Email Initiative In Next 12 Months

- More than half of the companies working on reducing total cost of ownership.



Reasons To "Exchange Microsoft"

Pros/cons of Outlook as email client

- + Standard -> user acceptance
 - + Desktop Integration platform (plug-ins)
-

- Security questions
- Susceptible to attacks
- Only for Windows desktops
- High license costs
- Binding to MS Office
- High complexity (user, admin, helpdesk)
- High maintenance costs

Pros/cons of Exchange as server

- + Stable scalable solution
 - + High market share
-

- Dependence on Microsoft
- High costs in distributed and high availability environments
- Complete dependence on MS infrastructure: server OS, directory, A/S A/V, browser, web server, firewall config
- Inflexible administration (GUI, lacking automation)

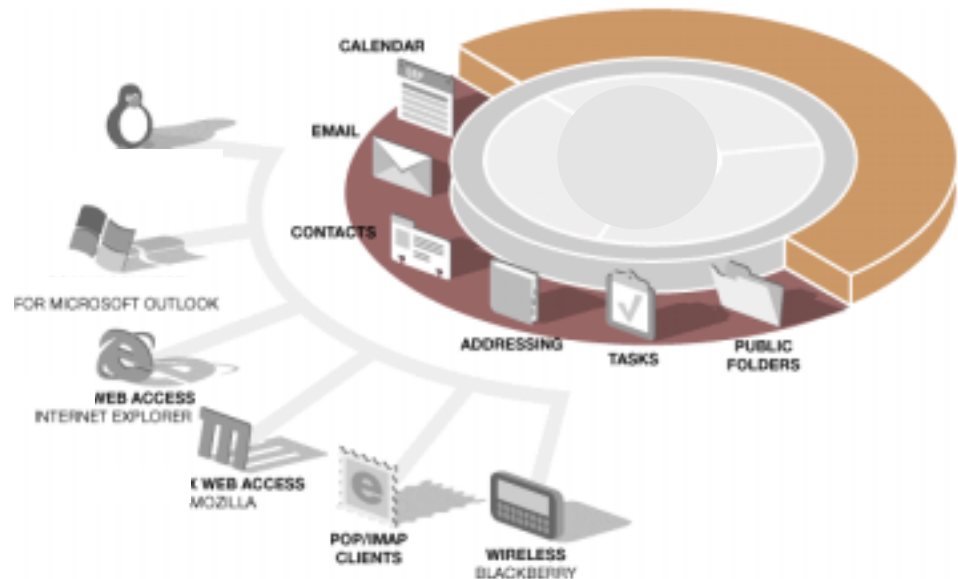
- Strategic search for alternative server platform based on open systems
- Use of Linux with higher performance and lower cost hardware

Advantages of Linux Email

Openness	<ul style="list-style-type: none">▪ Linux open source platform foundation▪ Open systems standards-based architecture▪ Windows & open source ecosystem interoperability
Rich Clients of Choice	<ul style="list-style-type: none">▪ Robust Outlook support▪ AJAX Webmail: desktop power, browser ease-of-use▪ Wireless email/PIM and Linux desktop support
Reliability	<ul style="list-style-type: none">▪ 99.99% uptime▪ Easy to deploy, low cost high availability▪ Proven real-world use by thousands of organizations
Security	<ul style="list-style-type: none">▪ Less prone to attacks and breaches▪ Fewer updates, patches, less downtime
Cost savings	<ul style="list-style-type: none">▪ 30%-70%: Intel price/performance, reduced sw licensing and upgrade costs, lower ecosystem, security and downtime costs

Rich Clients of Choice

- Any client, any device, anywhere, anytime
- Choice of Desktop
 - Windows, Linux, Mac
 - Secure web mail access
- No user disruption, retraining



AJAX-Based Web Access

Desktop Power, Browser Convenience

- **One client – all platforms**

- Multi-browser (I/E, Firefox)
- Multi-platform (Windows, Mac, Linux, UNIX)

- **Interoperable with Outlook**

- No training

- **Browser-based desktop power**

- Functionality
- Performance
- Pioneering use of AJAX

https://swa.scalix.com - Scalix Web Access (Hal Steger) - Mozilla Firefox

File Edit View Message Help

Get Mail Print Address Book Display subjects containing Clear

From Subject Received Size

John Valentine Looks like we've got another customer Fri, 7/25/03, 3:20 PM 3KB

Denise Allison Welcome John Valentine ! Mon, 2/2/04, 4:41 PM 3KB

Lee Anne Carrington Remember me? Fri, 7/25/03, 12:25 PM 2KB

Petra Collins Policy changes for Vacation Request Fri, 7/25/03, 12:22 PM 5KB

Lee Tran URGENT: Question about 3:30 meeting Fri, 7/25/03, 12:20 PM 2KB

John Lepre **Introducing Corigo Industries** Fri, 7/25/03, 12:19 PM 4KB

Veronica Ameri Free for Lunch today? Fri, 7/25/03, 12:17 PM 1KB

Carson Kilmer **Estimate for the gearworks project** Fri, 7/25/03, 12:16 PM 2KB

Ian Millerton Information for the 3:00 Meeting Fri, 7/25/03, 8:24 AM 2KB

jody.krasden@scalix.com **Speed, Power and Cost Savings** Fri, 7/25/03, 8:19 AM 46KB

Ian Millerton J Porter interview schedule attached Fri, 7/25/03, 12:38 AM 46KB

From: jody.krasden@scalix.com To: jody.krasden@scalix.com
Subject: **Speed, Power and Cost Savings**

Enterprise Requirements for Rich Messaging

We've completed our analysis of rich messaging requirements for enterprise deployments. One product, Scalix, stood out. Below are the details :

Benefit	Scalix
Change the economics of rich messaging	
• 30% - 50% Savings	✓
• Linux support as the lowest cost platform	✓

TEST CENTER SPECIAL REPORT

Enterprise Storage Goodies From ApplQ,
Apple, Hewlett-Packard, and Maxxan p46

TOM YAGER

Time to Say Farewell to
the Hard Drive p20

InfoWorld

October 17, 2005 ■ Issue 42

SE TECHNOLOGY RIGHT

Messages

From	Subject	Received
Joe	Joe's first test message	Tue 10/11/2005
Joe	Joe's second test message	Mon 10/10/2005
Joe	Joe's third test message	Sun 10/9/2005
Joe	Joe's fourth test message	Fri 10/7/2005 1
Joe	Joe's fifth test message	Thu 10/6/2005 5
Joe	Joe's sixth test message	Mon 10/3/2005

We're now on accelerated schedule

This message has not been sent.

To: Joe@scali.com
Cc:

Hiy team,

I just got a status update on current deliverables. Looks like everybody's on board and we're full speed ahead on **accelerated sc**! That means everybody is going to be working double hard through project's end.

Thanks for all your efforts and I guarantee I'll make it up to you in November!

- Jon

Upcoming Appointments

1:00 PM Company Software
Monday, 9/19/2005

9:00 AM Staff Meeting
1:00 PM Lunch w/ John Mills

4 September 2005

S M T W T F S
20 21 22 23 24 25 26
4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30 1

From: Maria Singh To: Andy Norton <AndyN@scali.com>
Subject: WE EOD IT!

Good news, everybody!

Well, it wasn't easy, but Falz and I managed to convince the executive team Smith that we've got the best offering. That's the spirit to pick up a license for the only caveat is that they want it ready by next month! Let's get to work!

More details to come. Congratulations to everyone!

-- Maria

Guess Which App Is Running in a **Browser***

INFOWORLD.COM

*For the answer, see page 8

Enterprise developers are tapping AJAX
technologies to build Web apps as rich and
responsive as any desktop software p22

Native Outlook Support

Deep MAPI IP For Full-Functionality Support

Low barrier to adoption

- Transparent
- Robust functionality
- Full data integrity
- No user retraining
- Lowered support cost and complexity

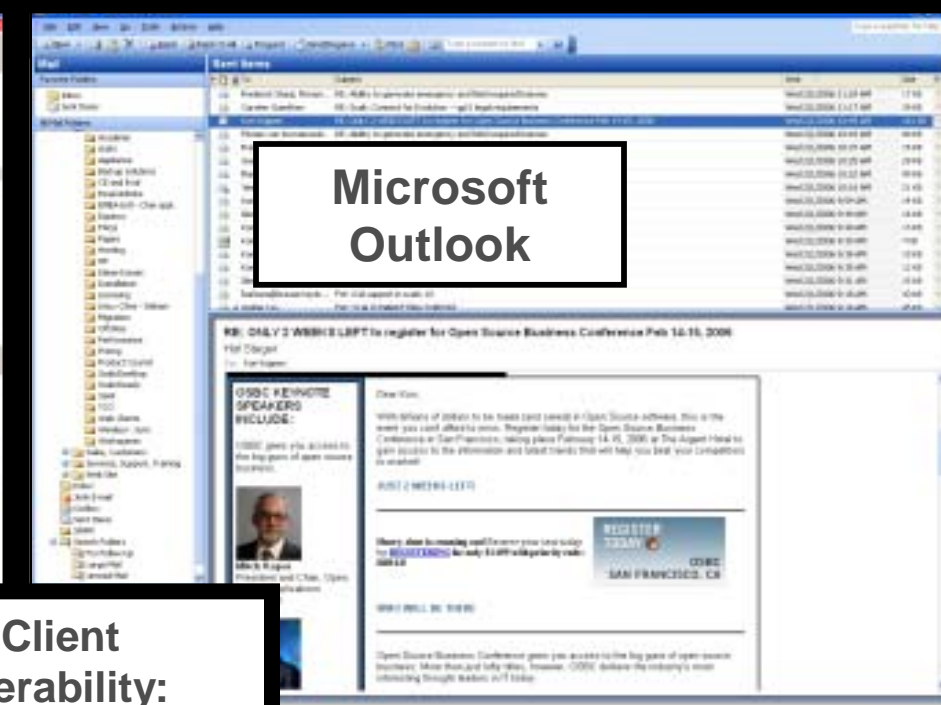
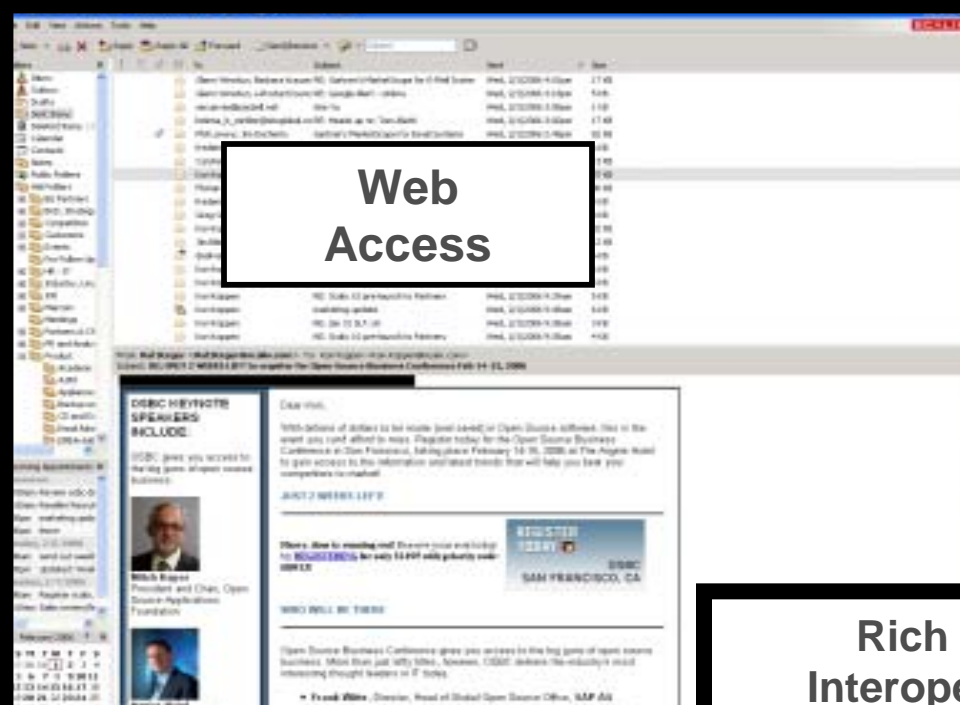
Native MAPI

- Enables transparent, full-function Outlook

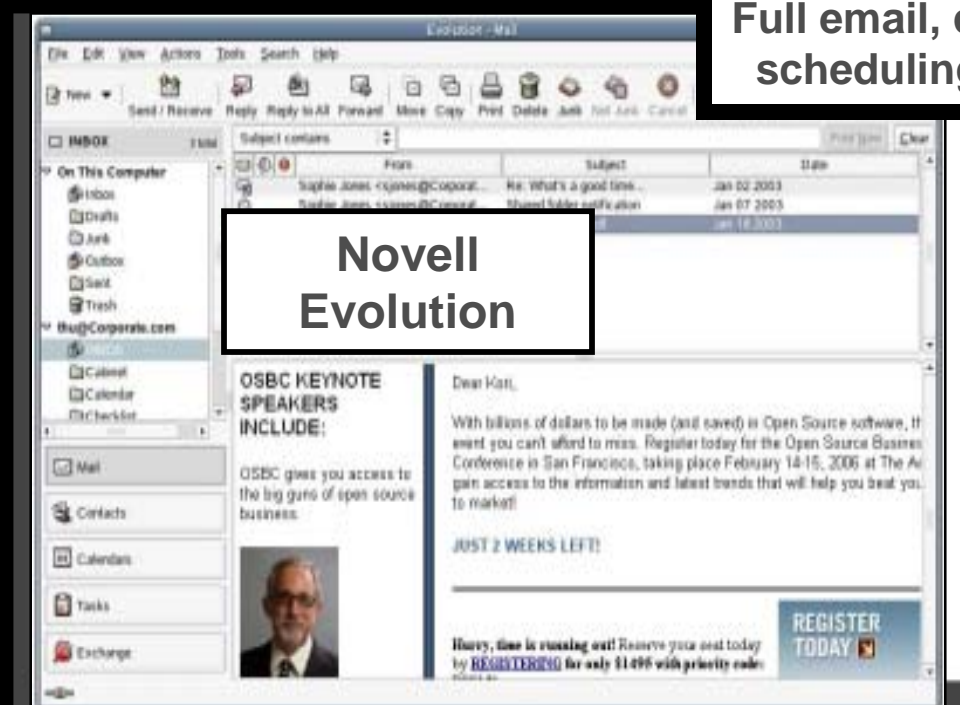
The screenshot shows the Microsoft Outlook interface. The main window displays an email titled "Speed, Power and Cost Savings" from Denise Allison to Judy Krasden. The email content discusses enterprise requirements for rich messaging and lists several benefits of Scalix's solution.

Benefit	Scalix
Change the economics of rich messaging	
• 30% - 50% Savings	YES!
• Linux support as the lowest cost platform	YES!
• Dramatic consolidation of messaging servers	YES!
Proven reliability & unprecedented scalability	
• Proven reliability > 99.99%	YES!
• Mature software architecture	YES!
• Supports thousands of mailboxes per server	YES!
Client agnostic	
• POP3	YES!
• IMAP4	YES!
• Web client	YES!
• Outlook w/ native MAPI Properties	YES!

Transparent Outlook support

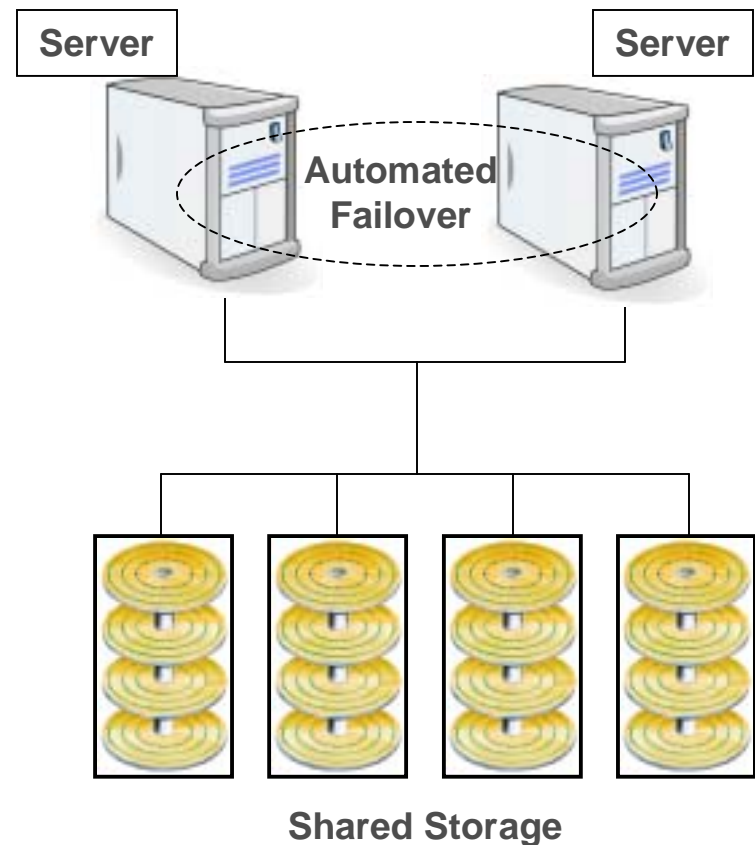


**Rich Client Interoperability:
Full email, calendaring,
scheduling, contacts**



Linux Email Reliability – High Availability

- Leverage leading open source clustering solutions (e.g. RedHat Clustering Suite and SUSE Heartbeat)
- Active/active & active/passive failover for 99.999% uptime
- Easy install (few hours vs. much longer for alternatives)
- Low cost



Reliability (I)

"The company I am supporting has Windows Server 2003 SBS (which includes Exchange 2003). They had a lot of problems with Exchange, everything from the message store dying to entries in the Global Address List just disappearing at random. When they finally had enough, I researched possible replacements. In their configuration, Scalix was way cheaper. I will attest to Scalix being an excellent product."

-- James Tiner, San Antonio LUG, 1/31/06

Reliability (II)

"After taking out our old Exchange server we installed Scalix running on SuSE. Been up since April '05, only rebooted once due to power failure. Big improvement over weekly reboots and daily service restarts. Scalix rocks. Easy to manage, always works, never a hiccup."

-- Paul Tatham, InfoWorld Blog, 1/17/06

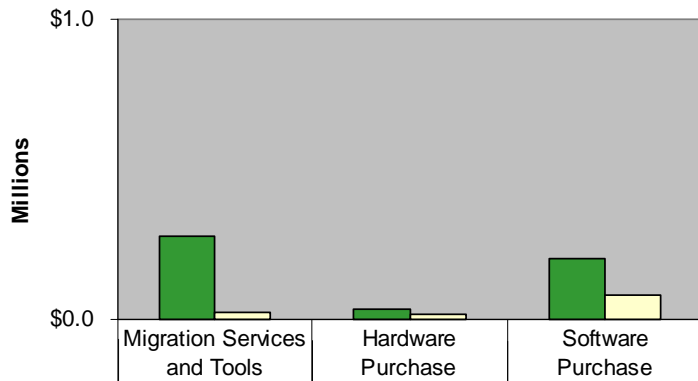
Reliability (III)

"We can recommend Scalix as a full alternative to Microsoft Exchange. The server has been very stable during our tests, and it has always worked as intended despite our efforts to stress it in different ways. Scalix gives a very robust impression. For robustness/stability, we rate it a 5 out of 5.

-- European IT Magazine Product Review, 2/10/06

TCO – Business Case (1,800 Users)

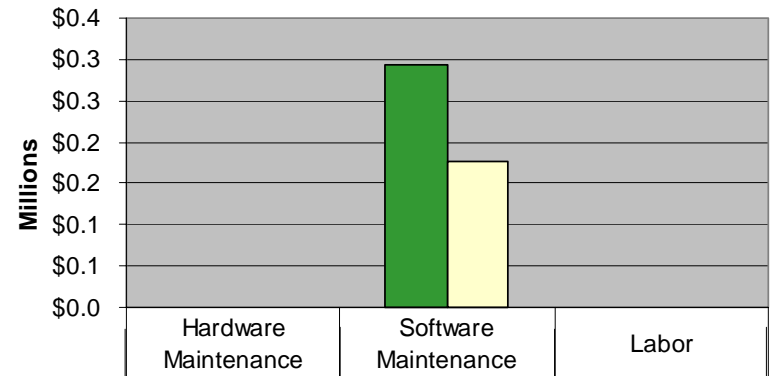
Up Front Costs: Exchange vs. Scalix



■ Exchange 2003	\$275,225	\$36,989	\$202,207
□ Scalix	\$22,500	\$18,675	\$83,619
% Savings	92%	50%	59%

Upfront Savings: 76% or \$389,627

Operating Costs: Exchange vs. Scalix



■ Exchange 2003	\$0	\$293,899	\$0
□ Scalix	\$0	\$175,200	\$0
% Savings	N/A	40%	N/A

Ongoing Savings: 40% or \$118,699

Total savings: 63% or \$508,325

Other Customer Justifications	Savings %	\$
5,200 users	56%	\$771K
350 users	44%	\$164K



*Specsavers
Optical*

Linux Email Adopters

Hi-Tech

F50 Networking Company
F500 Semiconductor

Manufacturing

Nu•kote International
Concordia Bus
Marmot Mountain Ltd.
Leoni AG
Maico GMBH
Seagull Lighting
Karl Dungs GmbH

Distribution/Retail

SAS/Radisson
Specsavers Optical Group
Birk GmbH
S. P. Richards Company
B.W. Rogers Company

Public Sector

Massachusetts Trial Courts
Massachusetts State Police
MDR – German Public Broadcasting
City of Grand Rapids, MI
City of Bloomington, IN
City of Canton, GA
City of Beech Grove, CA
City of Savage, MN
Marshall County, IA
Pottawattamie County, IA
Town of Weymouth, MA
Woodbridge Township, NJ
Kanton Solothurn
Stadtverwaltung Tuebingen

Services

Cleveland Indians
Eagle Systems and Services
Midwest Surveys
Krazan and Associates
Mitteldeutscher Rundfunk (MDR)
Lompoc Hospitals

Higher Education

University of Florida MSE
Roger Williams University
Catawba College
Central Univ. of Technology

Finance

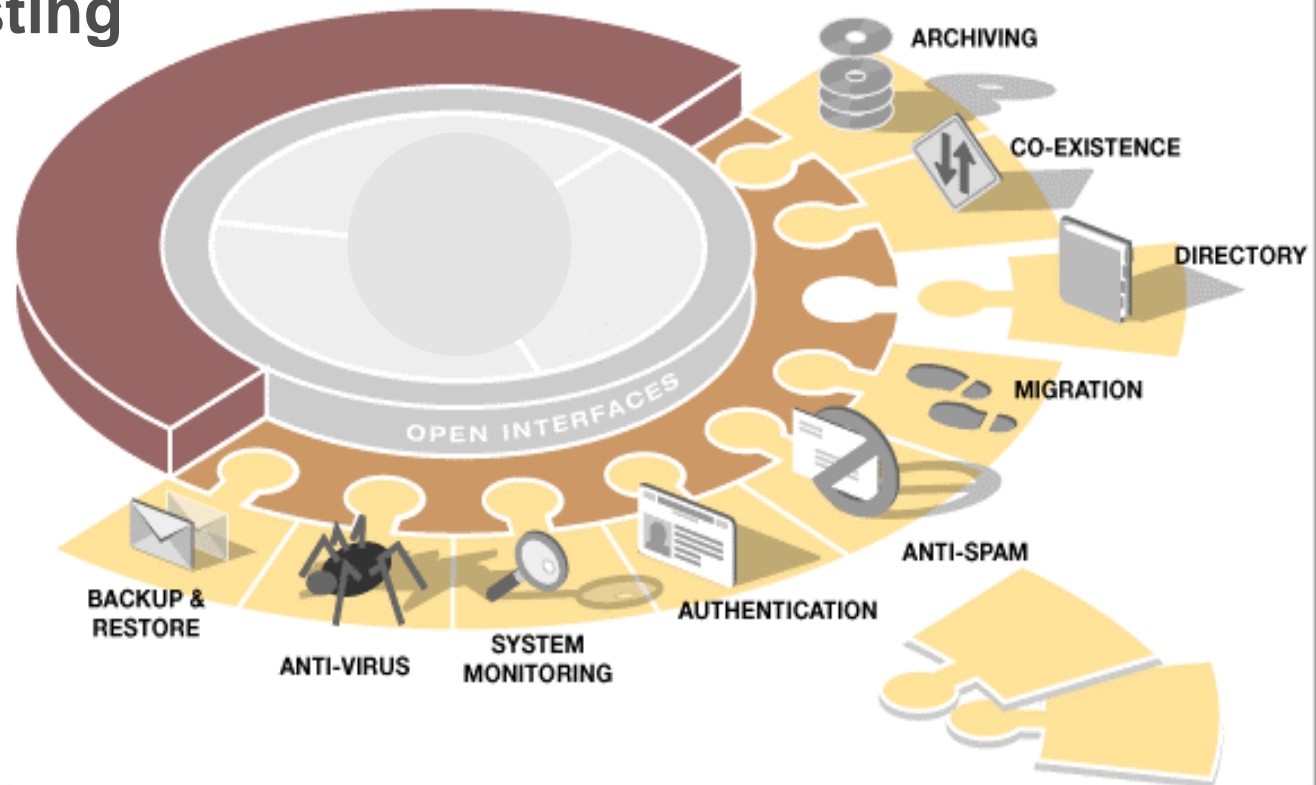
Central Bank of Russia
Bay Federal Credit Union
South Valley Bank and Trust
Siebert Brandford Shank & Co.
Proformance Insurance

Associations

Institute of Directors
Communities In Schools

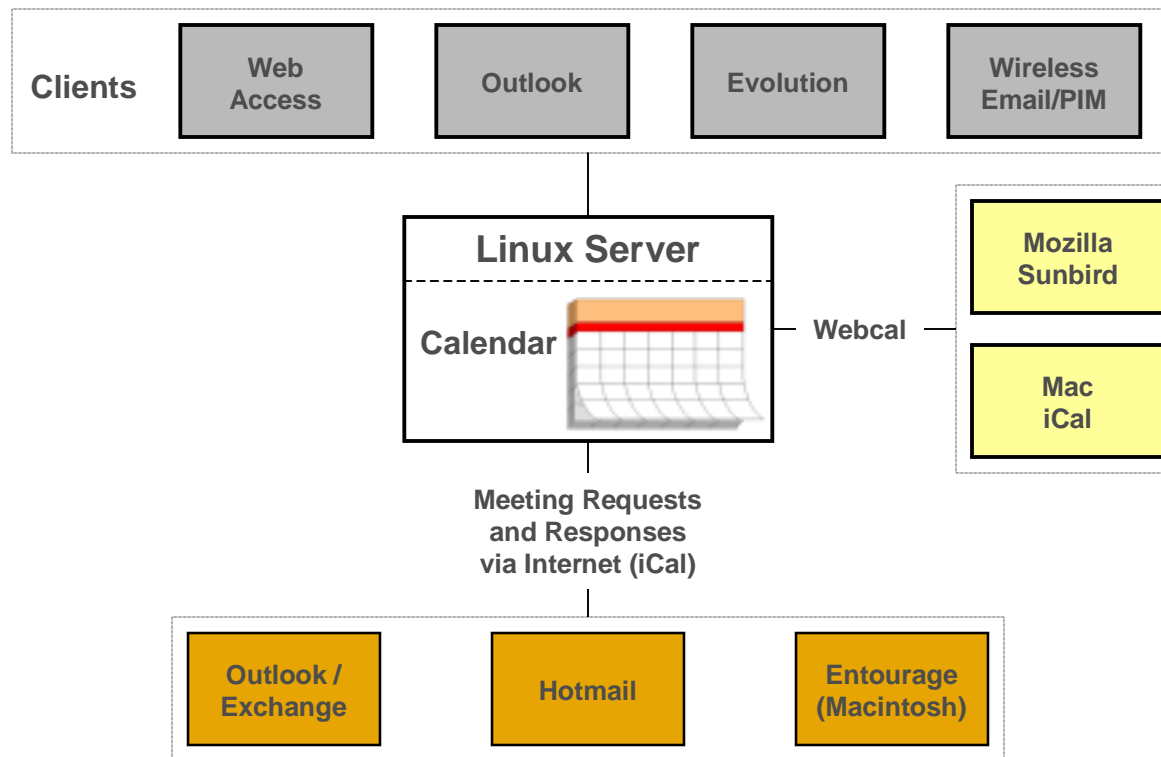
Ecosystem – Choice and Flexibility

- Leverage Linux ecosystem and open source
- Integrate with Microsoft ecosystem, including Exchange and Active Directory
- Preserve existing investment and reduce TCO



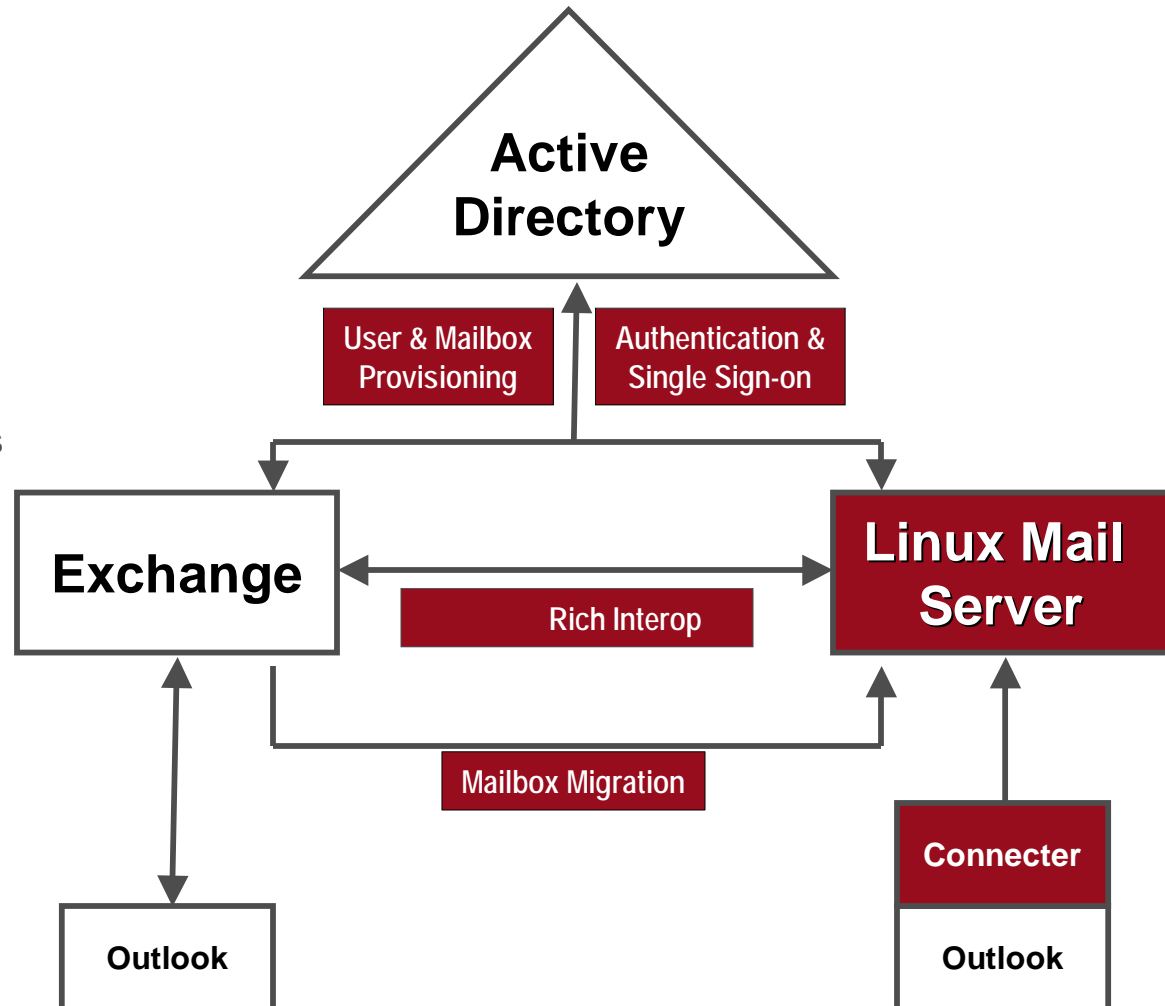
Cross-Platform Calendar Interoperability

- Transparent exchange of meeting requests and responses between Linux mail server and Internet users using iCal



Coexistence and Interoperability

- **Active Directory**
 - Mailbox provisioning
 - User authentication
 - Single sign-on
 - Directory synch
- **Exchange Interoperability**
 - RTF message formats
 - Cal & Sched
 - Public Folders
 - Public DL's
- **Outlook**
 - Native MAPI
- **Zero-downtime migration**
 - All data, not just email



Leverage Open Source Components

- Nagios – Systems Management & Monitoring
- Logical Volume Manager – Backup & Restore
- ClamAV – Anti-virus
- SpamAssassin – Anti-spam

Getting There: Zero-Impact Migration

- No end user disruption
- Transparent, full-function Outlook support, no change in usability
- Existing messages, calendar entries, contacts, distribution lists and public folders migrate unchanged
- No loss of message fidelity, message attributes or reply-ability

Migration Best Practices 101

- **Pilot new mail system**
 - test clients (wireless), administration, performance, etc.

- **Don't rip and replace**
 - Peaceful co-existence

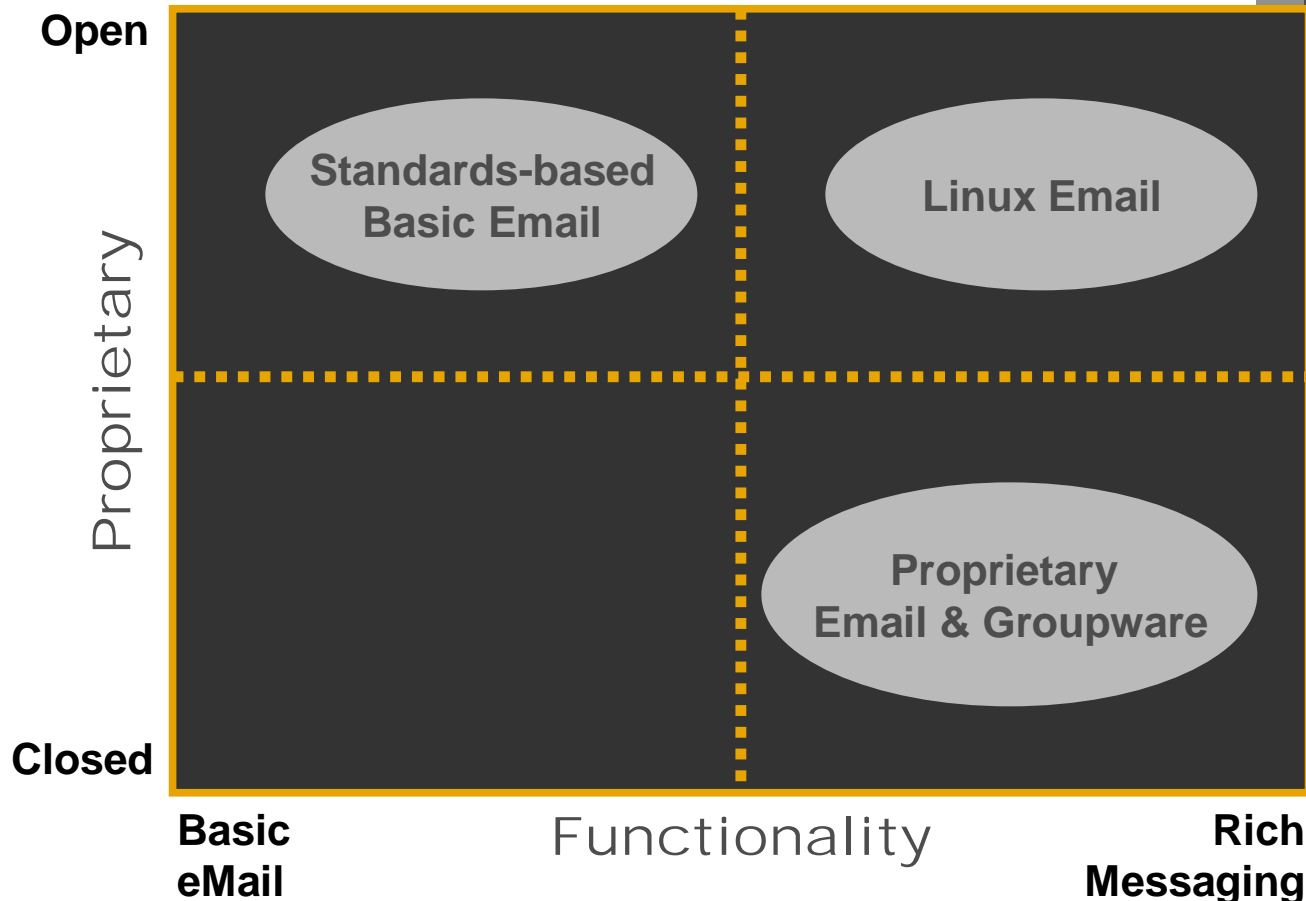
- **Plan migration**
 - mail routes, directory population, mailbox provisioning, message store backups, monitoring procedures, anti-spam and anti-virus, web mail, wireless, mailbox data migration

Linux Email: Best of Both Worlds

Rich Functionality, Open Systems

Why Linux Email?

- Linux/open systems
- Rich clients of choice
- Safe
- Enterprise-ready
- Low TCO



For More Information

- Analyst web sites e.g. Ferris Research, Osterman
- www.scalix.com
 - download Linux and email Infrastructure: Freedom of Choice white paper
 - download free Community Edition software
 - visit Scalix today at booth #19
- hal.steger@scalix.com

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