

Open-Xchange Webmail4Free Initiative

A New Offering for ISPs, Carriers and Hosting Providers
as well as academic and non-profit organizations

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1. Why an Open-Xchange Webmail4Free Initiative?

The global economy is in a downturn; many say the worst for decades. In such tough economic times, the question for carriers, ISPs and hosting companies is, how can they keep their customers and win even more in order to secure the revenues that are critical for the company. Tough times require new ideas.

We believe there is a big opportunity for those companies to offer great additional value to their customers. With the Open-Xchange Webmail-4-Free initiative, we help our partners offer a modern, great-looking and easy-to-use webmail for free. That helps to retain the current customer base and encourages more frequent usage and “stickiness” to our partner’s webmail offering.

Also, academic and non-profit organizations can benefit from the Open-Xchange Webmail4Free initiative. Despite their usually tight budgets, these organizations can offer a modern webmail platform to their users.

The new Open-Xchange webmail platform can be easily deployed and introduced to users without interrupting the email service. The implementation effort is low and the costs close to zero.

2. Your Benefits

2.1. Increased customer value

Your customers get a new webmail with an AJAX-based, modern user interface and many advanced features. That leads to a higher usage of your webmail product, increases customer loyalty and draws your customer's attention to you again with very little marketing effort.

2.2. Easy to deploy

The Open-Xchange solution provides many open interfaces and can be easily integrated into your existing IT infrastructure. Typical integration projects only take a few weeks until you are ready to launch. The upfront investment for you is comparably low.

2.3. Low costs

The Open-Xchange solution is perfectly designed for a SaaS (Software as a Service) environment. The operation of the Open-Xchange platform is very easy and requires a lot less hardware than you might think (usually only four servers are required for a redundant system supporting more than a million users). Since the Open-Xchange webmail is provided for free, there are no license costs.

2.4. Great up-sell potential

Once your customers are on the new webmail platform, it is very easy to market additional products and features to them, for example support of mobile devices or upgrade to a full groupware solution. The new products can be marketed directly from within the platform, for example by "Try & Buy" offerings, where the customer can try the new feature for free for 30 days. All the required provisioning and enabling capabilities are part of the Open-Xchange solution.

3. The Open-Xchange Webmail4Free Initiative

The Open-Xchange Webmail4Free initiative is designed to help you to better serve your customers. Since the basic webmail platform is provided free of charge, we ask our partners to commit to a certain number of seats for the add-on Groupware and Mobility modules. The program takes the size of your existing customer base into account accordingly.

3.1. The Open-Xchange Webmail4Free offering

3.1.1. Maintenance

All Updates and Upgrades for the Open-Xchange webmail and PIM (Personal Information Management) are included, so you always can offer the best available version of the software to your customers.

3.1.2. Professional Services

Considering the existing customer base of our partners and the corresponding complexity of the infrastructure we also include the required professional services free of charge in order to bring the OX webmail platform up and running in your environment.

3.1.3. Marketing Support

We want to help you inform your customers about your new offering as effectively as possible. All participating partners are listed on the OX website. For larger partners, we also offer joint press announcements that are released on the OX website and that can be distributed to various news feeds.

3.2. The Open-Xchange Webmail4Free requirements

In order to make the Open-Xchange Webmail4Free program successful for all of us, we ask our partners to commit to market the add-on Groupware and Mobility modules for a certain time period. In order to ensure effective, high-quality customer support we also require a Support

agreement with our partners. The minimum commitments also take the size of your existing customer base into account.

3.3. Pricing model for the Open-Xchange Webmail4Free Initiative Licenses

While the webmail is provided for free, there are fees for the add-on modules, Groupware and Mobility Support. The prices for these modules include a volume discount.

4. The Open-Xchange Hosting Edition (OX HE)

The Open-Xchange Hosting Edition is the only groupware specifically designed to meet the needs of SaaS providers. Open-Xchange enables web-hosting companies, ISPs, telecommunication companies and IT service companies to gradually expand their product range with modular SaaS offerings. With over eight million users, Open-Xchange is now the world's leading technology supplier of groupware for SaaS providers.

The Open-Xchange Hosting Edition is a modular solution that allows you...

- to use your existing e-mail server infrastructure without migration
- to remain competitive against Microsoft, Google and Yahoo Mail by replacing your old webmail solution for all existing e-mail accounts in a cost-effective way with the AJAX-based webmail solution from Open-Xchange
- to make available to your existing and potential customers new and innovative SaaS offerings such as Collaboration and Groupware on the new Open-Xchange Webmail platform
- to offer state-of-the-art mobility solutions to all your customers with attractive margins for you
- to offer modern features to your customers and receive future updates
- to provide all new offerings quickly and cheaply

4.1. From Webmail to Mobility

The Open-Xchange Hosting Edition is built in a completely modular way that allows service providers to offer a variety of Smart Collaboration solutions -- from business e-mail to personal information management (PIM) to a comprehensive collaboration solution. Technology partners, such as Funambol and O3SIS, offer sync and push technologies for mobile devices, such as Apple's iPhone, Blackberry and Palm Treo. Thus, even private users and small businesses without technical expertise get anywhere, anytime access to e-mail, address and calendar services -- and at very reasonable low cost.

4.2. Integrates into existing IT infrastructure

The architecture of the Open-Xchange Hosting Edition enables seamless integration into existing infrastructures with existing tools for authentication, user setup, system administration, accounting and e-mail storage. Open-Xchange Hosting Edition provides open interfaces, which permit link-up to tools for monitoring and automated system administration and system maintenance -- ensuring availability for customers around the clock, 365 days a year. The use of the OSGi framework makes the Open-Xchange Hosting Edition an open SaaS platform, where you can further integrate SaaS applications such as CRM and ERP.

The Open-Xchange Hosting Edition offers a complete client capability that makes it possible to operate many thousands of customers simultaneously in a virtual server environment. This guarantees customer's experience consistent performance, while hardware resources are utilized very efficiently. The Open-Xchange Hosting Edition will be offered in six different modules.

4.3. Module 1: Open-Xchange Webmail

- AJAX-based user interface for Webmail
- Browser support for all common browsers, such as Internet Explorer 6, Internet Explorer 7, Firefox 2.x, SeaMonkey 1.1.x, Firefox 3.x and Safari 3.x
- Drag and drop functionality and right-mouse-button context menus
- Search function
- Attach vCard
- Personal signatures
- Standard formatting
- E-mail acknowledgment of receipt request
- Text and HTML-formatted e-mail support
- Private contacts / Global address book

- Integrated "Upsell" Webpage when users click on unsupported functions in this module
- Server-side user-related e-mail filtering rules incorporated (depending on the actual mail server)

4.4. Module 2: Open-Xchange PIM

The "Open-Xchange PIM" version includes the following additional features as a supplement to Open-Xchange Webmail (including module 1)

- Private calendar
- Private tasks
- Mobile Device Enabled: General support of the Open-Xchange Mobility Solutions, which are usable for a large number (several hundred) of end devices. A survey of our mobility solutions can be found [here](#).
- Public or shared folders used in groups for the listed modules are not supported. Likewise, sharing of own private folders with other users is not possible.
- Integrated "Upsell" Webpage when users click on unsupported functions in this module

4.5. Module 3: Open-Xchange InfoStore

- Private contacts
- Private, public and shared InfoStore folders (InfoStore = document management, knowledge database and bookmark management, including a combination of these three functions, version management and locking. Complete access control for read, write and delete privileges at the folder level)
- WebDAV interface for InfoStore (including the InfoStore as a network drive, for example, in Windows Explorer, Mac OS or Linux)
- Integrated "Upsell" Webpage when users click on unsupported functions in this module

4.6. Module 4: Open-Xchange Groupware Standard

The Open-Xchange standard version includes the following additional features as a supplement to PIM (includes modules 1,2,3 and OXtender for Microsoft Outlook):

- Webmail with shared folders (if the existing IMAP server supports these functions (ACLs))
- Private, public and shared contacts / internal and other address books
- Private, public and shared calendar, Free / Busy availability inquiry, conflict management, delegate (creating dates for other internal and external participants - "secretary function")
- Private, public and shared tasks delegation (creating and controlling tasks for other internal participants - "manager function")
- Private, public and shared folders InfoStore (InfoStore = document management, knowledge database, bookmark management including a combination of these three functions, version management and locking)
- DocuMail (sending InfoStore objects as a link or attachment)
- WebDAV interface for InfoStore (including the InfoStore folders as a network drive, for example, in Windows Explorer, Mac OS or Linux)
- OXtender for Microsoft Outlook to integrate Microsoft Outlook including support for private, public or shared folders
- Complete rights management (read and write access for individual users and groups) for all folder types, including Outlook compatibility

4.7. Module 5: Open-Xchange Groupware Premium

The Open-Xchange premium version includes the following additional features as a supplement to PIM (includes module 1,2,3,4, and OXtender for Mobility):

- Webmail with shared folders (if the existing IMAP server supports these functions (ACLs))

- Private, public and shared contacts / internal and other address books
- Private, public and shared calendar, Free / Busy availability inquiry, conflict management, delegate (creating dates for other internal and external participants - "secretary function")
- Private, public and shared tasks delegation (creating and controlling tasks for other internal participants - "manager function")
- Private, public and shared folders InfoStore (InfoStore = document management, knowledge database, bookmark management including a combination of these three functions, version management and locking)
- DocuMail (sending InfoStore objects as a link or attachment)
- WebDAV interface for InfoStore (including the InfoStore folders as a network drive, for example, in Windows Explorer, Mac OS or Linux)
- OXtender for Microsoft Outlook to integrate Microsoft Outlook, including support for private, public or shared folders
- Complete rights management (read and write access for individual users and groups) for all folder types including Outlook compatibility
- OXtender for Mobility, which provides automatic PIM synchronization and Push Email ("Blackberry Feeling"), supporting a large number (several hundred) of mobile devices.

4.8. Module 6: Open-Xchange Mobility

The Open-Xchange OXtender for Mobility (powered by O3SIS) includes the following additional features as a supplement to PIM:

- Automatic synchronization of calendar and contacts based on SyncML
- Push-Email
- Advanced configuration options for synchronization process and conflict resolution
- Scheduled or event-triggered synchronization

- Large object support for transferring large amounts of data, such as pictures
- Works via GPRS, UMTS or WLAN
- OTA provisioning (automatic configuration of your device per SMS)
- More than 300 mobile devices supported (please contact us to see if your mobile device is supported) including WinMobile, Palm, Symbian, Blackberry, iPhone

5. Technical Overview (OX HE)

5.1. Overview

Open-Xchange is, with more than 3,500 installations, the most popular groupware for Linux. Open-Xchange Hosting Edition defines new standards in functionality and user comfort.

More than 8 million users use Open-Xchange Hosting Edition worldwide. Open-Xchange Hosting Edition is a modular design based on open standards and is ideal for integration into existing IT infrastructures, for instance continuing to use proven e-mail and management services.

5.2. Requirements

Please note:

The installation and administration of Open-Xchange Hosting Edition requires basic knowledge of email systems under Linux, Apache and MySQL 5.x, as well as experience in the administration of Linux systems from the command line.

Hardware

- CPU Athlon 64/P4
- Memory 2 GB
- Disk 500 MB plus user data

Software

- Operating systems: Debian Etch or SUSE Linux Enterprise Server 10 or Red Hat Enterprise Linux 5 or Univention Corporate Server
- IMAP server including Mail Transfer Agent (MTA): Cyrus or Courier or Dovecot or UW IMAP (partially)
- Browser: Internet Explorer 7 or Firefox (2.++) or SeaMonkey (1.++) or Safari 3.x
- Sun Java VM v1.5

5.3. Design Goals

Open-Xchange Hosting Edition was designed to fulfill the following requirements -- each of which is crucial for deployment in integrated hosting and enterprise infrastructures:

- Scalability to millions of users
- Multi-Tenant / Multi-Domain capabilities to serve hundreds of thousands of small customers with one large data center
- Integration into existing hosting infrastructure to leverage existing services and to integrate in the hosting company's business processes
- Integration into enterprise environments
- Offer the necessary services and interfaces to integrate into an existing data center for automated administration, deployment and monitoring with 24/7 uptime 365 days a year

5.4. Scalability

Ultimately everything described in this document relates to scalability. Scalability has many different faces including serving hundreds of thousands of concurrent users, efficiency of the overall deployment, re-use of existing services, resources needed for administration, and much more.

Open-Xchange Hosting Edition is designed to serve several hundred thousand customers -- each with many individual user accounts. In very large environments, this leads to millions of users in a single installation.

To scale to these numbers, Open-Xchange Hosting Edition makes use of two modern scalability concepts, "Scale Up" and "Scale Out", both of which are described in more detail later.

5.5. Multi-Tenant / Multi-Domain

To meet the scalability requirements mentioned above it is necessary to make efficient use of the available hardware resources.

To meet high volume scalability requirements posed by the SaaS model and enterprise environments, one might be inclined to place each customer on their own dedicated server. However, this would lead to a huge waste of resources, as many of the processes in each dedicated server would do the same work as other processes in other servers. In general, dedicated servers and virtualization is not an efficient scaling technique for many small customers as is encountered in the SaaS model.

What is needed to solve this problem is called the Multi-Tenant / Multi-Domain capability. This allows many customers to access exactly the same service without seeing the existence of other customers in the same process. Every customer's experience is as if they were the only customers using this service. This allows for the most efficient usage of hardware resources as the application takes care of the separation between the customer's environments. Each end user can only see the users, objects and resources from within their own customer environment. Such a virtual environment is called a context.

5.6. Integration

Another crucial topic with regard to scalability is the ability to leverage existing services. Although not a technical requirement of the software, the ability to re-use existing services reduces project scope, improves business processes and increases infrastructure efficiency. Any IT person who has implemented large-scale environments knows that it is not efficient to reinvent or replace existing systems which already perform their task well and are designed specifically for the environment they run in.

The operation and deployment of Open-Xchange Hosting Edition is based on the ability to leverage existing services and processes in the background. These services can be thought of in two distinct areas: customer-facing services, like Email and business process-related services like HR software. It is important for Open-Xchange to work smoothly with existing services rather than require them to be replaced.

Open-Xchange focuses on its core competency that is providing large-scale groupware applications. All other services necessary to run Open-Xchange Hosting Edition can be integrated smoothly from the hosting or

enterprise environment through the many available open and documented interfaces provided by Open-Xchange. There is no need to perform costly replacements of existing systems to utilize the groupware functions of Open-Xchange Hosting Edition.

5.7. Data Center

Another important part of scalability is the ability to operate all the services in a very efficient manner allowing 24/7 operations with as small a staff as possible.

Open-Xchange Hosting Edition offers everything a modern enterprise solution needs to be integrated into existing administration, deployment and monitoring frameworks.

5.8. Front-end Customization

Open-Xchange Hosting Edition supports the ability to create your own themes and make those available in the configuration front-end of the Open-Xchange Web interface. The style sheet files are modified, so that everything that should affect the theme can now be configured. In addition, images can be replaced in each theme.

All themes will be stored in the following directory of the Open-Xchange Hosting Edition:

`/var/www/ox6/themes/`

5.9. Plug-in Concept for the User Interface

With Open-Xchange Hosting Edition it is possible to add you own JavaScript Code for existing events. The following areas at the user interface will be plug-in-enabled:

- Administration of groups and resources in the user options
- Special "Config jump" to external control centers
- Displaying further option sites for different services or applications
- Using all contact information in the contact module for further 3rd Party Software

- Activate the SIEVE-Mailfilter functionality at the product

5.10. UWA Support

Netvibes UWA is an abbreviation for the Universal Widget API and describes a standard to make widgets available on every platform, such as Netvibes, Apple Dashboard, Blog Systems and many others. With the Open-Xchange Hosting Edition, it is possible to embed those widgets into the User Interface. Also, it is possible to add locally installed UWA Widgets without the connection to Netvibes.

6. Summary of the main advantages of OX HE

6.1. Investment Protection through Extensible Architecture

Thanks to a new plug-in concept, which uses the OSGI Framework, Open-Xchange Hosting Edition becomes an open platform, in which applications such as CRM or ERP can be integrated. In addition, updates can be installed in the operational system without the need for users to stop services.

6.2. Optimal Adaptation to the Business Processes

The new plug-in concept for the user interface enables the integration of solutions for SMS, fax and IM directly into the interface. With a click on the appropriate icon or text box, the corresponding application starts.

6.3. Seamless integration into existing IT structures

Through additional tools available free of charge, Open-Xchange Hosting Edition can be integrated seamlessly with directory services, such as Microsoft Active Directory. Certified Partners can provide support.

6.4. Long-term, Stable and Secure Operating System Platforms

Open-Xchange Hosting Edition is for the Debian Etch, Red Hat Enterprise Server 5, SUSE Linux Enterprise Server 10 and mid-2009 Univention Corporate Server operating systems. This guarantees the best possible investment security.

6.5. More Security and Filtering Capabilities for Email

Open-Xchange Hosting Edition detects automatically dangerous phishing emails and allows blocking images in HTML emails. In addition, users can now define more easily server-filtering rules for their daily work. This function can be added as a module into an existing installation.

6.6. Individual Customization of the User Interface

The user interface now supports individual "themes" and "skins". This allows users to customize the user interface with the appropriate colors and logos of the corporate design of their company.

6.7. Start Immediately with an Intuitive User Interface

- AJAX-based web client
- Drag and drop in all views
- Synchronization with Microsoft Outlook
- Context-sensitive right-mouse-button menus

7. About Open-Xchange

Open-Xchange is the innovator of scalable and integrated open source e-mail and collaboration solutions for enterprises, academic institutions, and government authorities.

Open-Xchange enables Smart Collaboration™ by providing mission-critical collaborative functions like email, calendaring, contacts and task management -- fully integrated with advanced groupware features such as DocuMail, Smart Linking, Smart Permissions, and document sharing.

Open-Xchange works together with top tier technology partners like Novell, O3SIS, Parallels, Red Hat, and Univention to deliver comprehensive solutions to SaaS providers worldwide, as well as to more than 500 system integrators and resellers.

Open-Xchange enables web hosting companies, ISPs, telecommunications companies and IT service companies to expand their product range by modular Software-as-a-Service (SaaS) offerings using Open-Xchange business e-mail and collaboration solutions.

To date, Open-Xchange has grown to more than 8 million paid mailboxes (a 4 times increase from last year) as a result of deals with:

- 1&1, the #1 hosting company worldwide
- Network Solutions, the #3 hosting company in the U.S.
- OVH, the #1 hosting company in France
- Hostpoint, the #1 hosting company in Switzerland.

Open-Xchange AG is a privately-held company headquartered in Nuremberg, Germany with offices in Olpe, Germany and Tarrytown, N.Y.

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