

OPEN·XCHANGE[®] HOSTING EDITION



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Business-Class E-mail and Collaboration for SaaS Providers

While the market for hosted E-mail continues to grow, it is also the most hotly contested by software suppliers. Hosting customers' E-mail – whether these are private or business users – is key for any provider, as E-mail and related services on top of E-mail are the most critical and most sticky in terms of retaining customers.

From an end-user perspective, a powerful, yet easy-to-use E-mail solution with options to upgrade to more advanced features and functions is the most desirable offering from their provider.

With over 24 million users, Open-Xchange is the world's leading technology supplier of powerful and easy-to-use E-mail and collaboration solutions for webhosting companies, ISPs, telecommunication companies and IT service companies. Here is what makes Open-Xchange attractive to SaaS providers:

- **Ability to replace old webmail solutions** and provide their customers with free AJAX-based business-class webmail solution from Open-Xchange – without changing the existing E-mail server infrastructure.
- **Potential to create additional business** on top of the Open-Xchange webmail platform with innovative SaaS offerings that can increase average revenue per user.
- **Integrated upsell options** that enable customers to order features without leaving the Open-Xchange web interface, so there is no need for partners to develop and implement additional tools and processes.

Focused on Your Success

Open-Xchange is focused on three main areas to ensure success with its SaaS provider partners.



Features and Benefits for End-Users

- Straight-forward
- Unique
- Easy-to-use



Technology

- made for the Cloud and which maintains the lowest possible TCO
- Highest levels of server density
 - Provides private branding capabilities (APIs and even more interfaces)
 - Automation, automation, and more automation

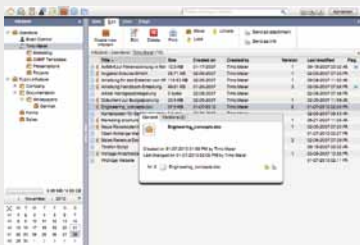
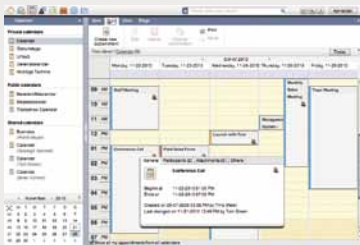
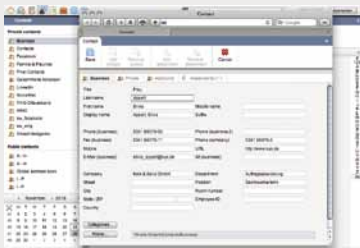
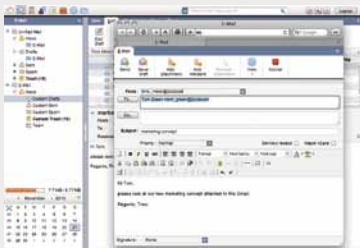


Business Process Support

- New features introduced within the Open-Xchange app (key messages, screenshots, videos)
- Triggers to buy, obtain trial version, invite other users

Unmatched User Experience with Open-Xchange's Unified Web Desktop

Open-Xchange is providing users with a single entry point for all their professional and personal communication activities. Open-Xchange introduced an innovative concept called "Social OX", which aggregates E-mail from most popular E-mail services such as Google and Yahoo with their Open-Xchange account so everything is in one place. In addition, Open-Xchange synchronizes contact details from social networks such as Facebook, LinkedIn or Xing with the Open-Xchange address book. And finally, Open-Xchange enables push E-mail and synchronization of PIM (personal information manager) data to users' mobile devices. In 2011, Open-Xchange will add a web desktop, which uses the browser as the primary user interface for delivery and integration of applications delivered by the service provider.



Open-Xchange Hosted E-Mail & Groupware Packages

Module 1: Open-Xchange Webmail and PIM

- AJAX-based user interface with drag-and-drop functionality
- Integration with other E-mail services
- Text and HTML-formatted E-mail support, plus personal signatures, vCard attachments
- Private calendar, private tasks
- Publish contacts to external users

Module 2: Open-Xchange InfoStore

- Private, Public and Shared InfoStore folders provide capabilities for document sharing, knowledge database, bookmark management and version management
- Publishing documents to external users
- WebDAV interface to access InfoStore

Module 3: Open-Xchange Groupware Standard

Includes Module 1, 2 and the following features:

- Connectivity for Microsoft Outlook and Mac OS X
- Private, public and shared contacts - internal and other address books
- Advanced scheduling features including team and resource management
- DocuMail: sending InfoStore objects as a link or attachment

Module 4: Open-Xchange Groupware Premium

Includes Module 1, 2, 3 and the following features:

- OXtender for Business Mobility (Module 5), which provides automatic PIM synchronization and push E-mail

Module 5: OXtender for Business Mobility

- End-to-end encrypted E-mail and PIM data push
- Device coverage includes iPhone, Windows smartphones and other Exchange ActiveSync compatible devices
- BlackBerry (PIM) clients for Exchange ActiveSync available

Open-Xchange Hosting Edition Overview

Multi Tenant / Multi Domain at its Best

Open-Xchange Hosting Edition is the only groupware solution specifically designed for SaaS providers and hosting organizations. It features capabilities such as Multi-Tenant and Multi-Domain as integrated parts of the solution.

Unmatched Scalability

Open-Xchange Hosting Edition is a groupware solution designed to be utilized by the largest hosting organizations in the world. It uses many scaling methods from physical load balanced expansion to logical optimization and expansion techniques (vertical and horizontal scaling). It is also flexible in its architecture that lets a company start small and expand as demand grows.

Integration without Migration

Open-Xchange Hosting Edition is unique in its modular design, which enables it to seamlessly integrate into existing infrastructures as opposed to modifying an existing infrastructure to accommodate the product. It slides into most architectures with no requirement to remove existing components, such as existing E-mail servers and even reuses the in-place administration interfaces, and procurement processes. This results in a simple deployment with a spectacular suite of new offerings.

Easy to Deploy and Manage

Open-Xchange is the first business application that offers full integration with each of the two leading automation tools, Parallels Plesk Panel and Parallels Operations Automation, helping service providers to manage their operations more efficiently. In 2011, Open-Xchange will add support for other common control panels as well. Service providers using Parallels Automation can implement Open-Xchange without changing their existing authentication, user setup, system administration, provisioning and billing tools. This reduces time and effort for new deployments and enables a real fast go-to-market.

Open-Xchange Marketing and Sales Enabling Package

Open-Xchange offers comprehensive marketing and sales support. We provide you with fact-sheets, user stories, FAQs, on-line tutorials, customizable videos, “upsell” templates, competition comparisons, TCO analysis, development previews and a sample website which can be used as is or incorporated into an existing website.

The right Business Model is the Key Factor

Our business model is a purely partner-oriented indirect model. We don't compete with our partners! Open-Xchange offers high margins and the flexibility our partners need to be successful in their markets. Our partners decide whether they prefer a revenue share model, a subscription-based model or a perpetual license model. They decide whether they want to replace their existing webmail solution for no charge or to start with a light-weight off-the-shelf setup. Talk to us – we always find the right approach for you.



Open-Xchange – Over 24 millions users make it the leading groupware for SaaS providers.

In 2010, Open-Xchange increased its number of users to more than 24 million people worldwide – an increase of 60 percent year-over-year. These numbers result from partnerships with 1&1 Internet (Germany, UK, U.S.), STRATO (Germany), Network Solutions (U.S.), Versatel (Germany), Dotster (U.S.), NameCheap (U.S.), Hostpoint (Switzerland), Nexen-Alterway Hosting (France) and many others. In addition, Open-Xchange has been selected by a growing number of distributors like Softline (RU), NextIT (Japan) or ActiveMedia (Vietnam), system integrators and IT service providers like Siegnetz.IT and pro-ite that now offer collaboration online to their customers in a software-as-a-service (SaaS) model, rather than based upon a traditional on-premises software model.



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