The 2\textsuperscript{nd} Force

Introducing OX App Suite Cloud

Manny DeJesus

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Manny DeJesus
VP of Product, Email & Productivity
• App Suite, Drive, Mobile, Dovecot and COI
• 2 years at Open Xchange
• Running email products for about 15 years
Change is hardest at the beginning, messiest in the middle and best at the end.
OX Email Progression

15 Years Ago...
- On-Prem
- Large Telcos, ISPs, Hosters
- Highly Customizable

5 Years Ago...
- OXaaS
- Mid-Sized Telcos, ISPs, Hosters
- Somewhat Customizable

Today
- Hosted Email Stack
- Practically everyone & anyone
- Standardized
OX App Suite

ON PREM

MANAGED
(formerly OXaaS)

CLOUD

Stay Open. OX
I'll run email myself

You run email for me
Why Fully Hosted?
EMAIL. IS. HARD.
EMAIL. IS. THANKLESS.
Goes Well?

Pat on the Back

Goes Poorly?

Hurts the whole company
And its only getting harder!

Email sucks-up resources
Instability hurts reputation
Storage continues to grow
Spam / Virus / Phishing
Webmail & email fall below standards
And it's only getting harder!

Upgrades and patching are not easy
Managing customizations can be tough
Older versions of App Suite or Dovecot
OX App Suite Cloud
### OX App Suite Cloud

The Latest & Greatest of All the Things

<table>
<thead>
<tr>
<th>Dovecot Pro</th>
<th>OX Core</th>
<th>OX Text</th>
<th>OX Viewer</th>
</tr>
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<tbody>
<tr>
<td>IMAP server</td>
<td>Email</td>
<td>Cloud Text Editor</td>
<td>PDF</td>
</tr>
<tr>
<td>Support for object storage</td>
<td>Calendar</td>
<td>Collaboration</td>
<td>Word</td>
</tr>
<tr>
<td>Archiving</td>
<td>Tasks</td>
<td>Round Trip</td>
<td>Excel</td>
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<tr>
<td></td>
<td>Contacts</td>
<td></td>
<td>PowerPoint/Presentation</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Upsell/Cross Sell</th>
<th>OX Drive</th>
<th>OX Presentation</th>
<th>Security</th>
</tr>
</thead>
<tbody>
<tr>
<td>OX Monetization</td>
<td>Cloud Storage</td>
<td>Cloud Presentation Editor</td>
<td>OX Abuse Shield</td>
</tr>
<tr>
<td>In App Advertising/Display</td>
<td>Sharing</td>
<td>Editor &amp; Presenter</td>
<td>OX Guard</td>
</tr>
<tr>
<td>IMAP Injection</td>
<td>Native Device Apps</td>
<td>Round Trip</td>
<td>Malware, Phishing etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OX Mobile</th>
<th>OX Portal</th>
<th>OX Spreadsheet</th>
<th>COI</th>
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</thead>
<tbody>
<tr>
<td>Mobile Applications</td>
<td>Digital Hub</td>
<td>Cloud Spreadsheet</td>
<td>Enhanced DC Pro</td>
</tr>
<tr>
<td>Sync of PIM</td>
<td>Customization</td>
<td>Collaboration</td>
<td>Mobile Apps</td>
</tr>
<tr>
<td>Native Device Integration</td>
<td></td>
<td>Round Trip</td>
<td>App Suite Suite Client</td>
</tr>
</tbody>
</table>

### Productivity

- Email
- Collaboration
- Tasks

### Security

- OX Abuse Shield
- OX Guard
- Malware, Phishing etc.
HOSTED EMAIL STACK

YOUR BRAND

APIs

YOUR ECOSYSTEM

CONTROL PANEL. PROVISIONING. IDM. SUPPORT
## Email Stack

<table>
<thead>
<tr>
<th>Technology</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONETIZATION</td>
<td>Upsell, Display, Engage</td>
</tr>
<tr>
<td>MOBILE</td>
<td>All Mobile Apps</td>
</tr>
<tr>
<td>WEB APPS</td>
<td>Email, Cal, Drive, Docs…</td>
</tr>
<tr>
<td>SECURITY</td>
<td>Guard, Abuse Shield, 2FA</td>
</tr>
<tr>
<td>AV/AS</td>
<td>Premium Provider</td>
</tr>
<tr>
<td>MTA</td>
<td>Postfix</td>
</tr>
<tr>
<td>IMAP SERVER</td>
<td>Dovecot Pro</td>
</tr>
<tr>
<td>STORAGE</td>
<td>Object Storage</td>
</tr>
</tbody>
</table>
OXC Packages

Mail & PIM

Productivity

Monetization

Security

Monetization

Mail & PIM
### OX App Suite Cloud as the “Second Force”

Positioning in the Market

<table>
<thead>
<tr>
<th></th>
<th>OX</th>
<th>Google</th>
<th>Office 365</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$2 / $3</td>
<td>$6</td>
<td>$10</td>
</tr>
</tbody>
</table>

- **OX**
  - Very Competitive pricing
  - Perfect for SMBs
  - Simple
  - Opinion: Strong, open
  - Cheap/Free Add-Ons

- **Google**
  - “Webby,” desktop unfriendly
  - Opinion: Strong, closed
  - Privacy concerns
  - Shifting toward enterprise
  - Pricey Add-Ons

- **Office 365**
  - All Office, all the time.
  - Expensive and complicated
  - MM & ENT Focused
  - Opinion = Strong, closed
  - Pricey Add-Ons
THE 2ND FORCE
Is OXC Right for You?
OX Cloud
Is it right for you?

**Free Email Providers**
Is running email core to your overall business?
Does the effort, customizations, CAPEX, etc… yield positive results?

**Paid Email Providers**
Can you benefit from a 2\textsuperscript{nd} Force in your portfolio?
Gracias
Madrid