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CHANNEL SALES GUIDE: Transitioning from MDAemon to VisNetic MailServer

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OUR VISION OF MESSAGING TECHNOLOGY

From the time Deerfield.com began publishing MDAemon, it has evolved into a mature mail server. Throughout its growth, MDAemon has generated significant revenues, considerable business opportunities and satisfied customers. Sales have steadily climbed each year as Deerfield.com worked alongside its business partners, distributors and resellers to provide customers with a fit solution. As the core of today's Messaging suite, MDAemon has served us well.

However, recent customer feedback and market analysis strongly indicate that businesses are seeking advanced messaging and marketing tools for better managing email. For example, many mail server administrators are specifically looking for scalable solutions that provide tighter security and increased performance. Albeit difficult to transition from the known to the unknown, Deerfield.com sought an alternative mail server solution to address such performance, scalability and security issues – the inevitable shift in customer needs.

The result is a new mail server engineered with a foundation robust enough to become the supporting cornerstone of an entire suite of VisNetic Messaging Solutions. With extended market potential and business opportunity, Deerfield.com and its Channel Partners are well poised to deliver a messaging suite that will fully equip customers to better manage their online communications.

Following the initial release of VisNetic MailServer, we will launch VisNetic MailFlow, an email management solution designed to provide a central location for data, effective collaboration on workload, informative reporting and more. Next, we will introduce VisNetic MailCast, a useful bulk-messaging tool that will enable organizations to efficiently disseminate information to their customers and partners. Additional online communication solutions will soon follow, to further extend the VisNetic Messaging Suite.

As the core of this suite, we think you'll agree that VisNetic MailServer provides a solid foundation for the entire VisNetic messaging product line, with the following key improvements:

(1) Increased Performance/Stability (2) Enhanced Scalability (3) Tighter Security

WHY SHOULD YOU SELL VisNetic MailServer?

VisNetic MailServer is a multithreaded, multiprocessor capable mail server that supports all of the most widely used mail protocols, including SMTP, POP3, IMAP3, HTTP, and LDAP, each of these protocols can be secured utilizing SSL/TLS. It can accommodate unlimited domains and accounts and has built-in support for the VisNetic AntiVirus Plug-in. An easy to understand graphical user interface (GUI) and compelling features combine to make VisNetic MailServer a top choice for administrators looking for fast, secure, and stable email messaging. VisNetic MailServer is also an ideal choice for Internet service providers looking to host email services for consumers or businesses. Here are some compelling reasons why customers should use VisNetic MailServer:

- VisNetic MailServer's **multiple domain support** allows you to host as many mail domains on a single mail server as you need. You can also set up **remote accounts** to collect mail from a single, catchall POP3 account and use the **domainPOP** feature to automatically forward the messages to the accounts that you have set up under that specific domain. This eliminates the need to purchase multiple email accounts from an Internet service provider.
- From the small business with only five or six employees, to the full-fledged Internet Service Provider who provides email for tens of thousands of users, this **scalable** mail server has you covered.
- VisNetic MailServer allows you to take full advantage of your server's processing power by including **multiprocessor support**. You can also take advantage of VisNetic MailServer's **load balancing features** to balance the workload between multiple servers.
- VisNetic MailServer's **multithreaded architecture** gives you extremely fast mail transfer rates when compared with other mail servers in its class. Performance is further enhanced with VisNetic MailServer's **Efficient Memory** feature, used to store accounts in the server memory. Send out newsletters to your customer database in a fraction of the time it takes with your single threaded mail server.
- Support for **three different types of databases** gives you flexibility in determining how your accounts are stored:
 - **Standard file system** uses the normal default settings.
 - **Efficient memory** temporarily stores all accounts in memory. This significantly speeds up the mail server and requires a larger amount of RAM.
 - **ODBC database file system** stores all accounts to any ODBC compliant database, including Microsoft SQL, Microsoft Access, MySQL, Oracle, and more. Account creation and maintenance can

be completely automated by creating customized applications that add and update entries to the database.

- By default, VisNetic MailServer supports **Transaction Layer Security [TLS] secured connections**. When your MailServer connects with another TLS secured VisNetic MailServer, you can securely transfer encrypted files. This means that files cannot be monitored by hackers or unauthorized parties.
- Using VisNetic WebMail, a **web-based mail** system included with VisNetic MailServer, users can access their email using any web browser from anywhere in the world. Because it's WAP-enabled, users can also access their email using a cell phone or PDA.
- VisNetic MailServer administrators can take advantage of the **powerful antivirus protection** provided by AntiVirus Plug-in for VisNetic MailServer, which is powered by technology from Kaspersky Labs. Installed at the mail server (i.e. on VisNetic MailServer), rather than dispersed on each client computer like typical antivirus solutions, VisNetic AntiVirus Plug-in is a superior antivirus solution that will proactively secure the network mail flow at the email gateway. VisNetic MailServer is also compatible with most other popular antivirus solutions.
- Secure **web-based administration** is available, based upon different user levels that can be specified for each individual account. Administration is done using the Control service, which runs in addition to the SMTP and POP3/IMAP services run by the mail server engine in VisNetic MailServer. The Control service runs independently from the mail server engine. Having services running independently from the engine means you cannot inadvertently bring down the entire mail server while configuring VisNetic MailServer. Web-based administration can be done through a browser interface, or the administrator can access the server remotely using the same Configuration utility local to the server. The following user profiles are available:
 - **Standard users** have no web-based configuration options available to them.
 - **Self-configurable users** can modify settings based upon their specific accounts only. Configurable settings include password modifications, mail forwarding options, antispam filters, and autoresponder settings.
 - **Domain administrators** can modify settings based on their specified domains only. They can modify all accounts under their domain and create and modify mailing lists.
 - **Administrators** have full administrative access to VisNetic MailServer.

- **Antispam and antirelay features** are available to keep spammers at bay. Administrators can set up their own spam filters or they have the option of using Realtime Blackhole Lists (RBL). Antirelay features include the ability to force users to POP an account before they can access the SMTP server to ensure that the sender has an account on the server. Administrators can also force users to authenticate to the SMTP server as well as specify which IP addresses are permitted to relay through VisNetic MailServer.
- Administrators can set up flexible **mailing lists**. The MailServer administrator can do administrative tasks or they can be fully automated via email using the fully functional list server features. The lists can also be moderated to ensure responsible posting.

Target Audience

IT Managers and/or Chief Information Officers (CIOs) currently using MDAemon or otherwise, are excellent prospects and important sources for sales opportunities. Some qualifying questions to ask your customers are:

- *Does your company send sensitive information via email on a regular basis?*
- *Would you like to market to your customer database quickly and efficiently?*
- *Would you like to have the ability for employees to access their corporate email regardless of physical location?*

VisNetic MailServer includes many features that appeal to practically any size business as well as most Internet Service Providers. Easy configuration, increased security, stable performance and speedy messaging combine to make this mail server the best choice for network administrators looking to optimize their user's email experience.

Small and Medium Businesses can benefit from VisNetic MailServer's core features and benefits, such as:

- **Inexpensive email access.** Use VisNetic MailServer's Domain POP option in conjunction with the Remote Accounts feature to give email access to all of your employees using one single email account from your Internet Service Provider.
- **Virus protection.** AntiVirus Plug-in for VisNetic MailServer gives your network protection using proven antivirus technology powered by the renowned antivirus experts at Kaspersky Labs.
- **Spam blocking.** Block spam at the server level by setting up spam filters. For complete spam protection, use Realtime Blackhole Lists that feature continuously updated lists of spammers and relayers.

- *Relay prevention.* Keep spammers from relaying through your mail server by using the POP before SMTP feature. Other antirelay features include forced SMTP authentication and allowing SMTP relaying through specific IP addresses only. Both features are enabled upon installation.
- *Email from anywhere.* Use the integrated VisNetic WebMail to give users access to their email using any web browser from any location in the world. Because VisNetic WebMail is WAP-enabled you can even check your email using a PDA or cell phone.

Large/Enterprise Businesses can benefit from the same features that small to medium sized businesses use, plus the following:

- *True scalability.* Large corporations can benefit from VisNetic MailServer's ability to support a large number of accounts. VisNetic MailServer takes full advantage of computers that use multiple processors to handle larger tasks. Using VisNetic MailServer's load balancing capabilities, the workload of running the mail server can be balanced between multiple server machines.
- *Completely secure connections.* Corporations with branch offices can set up a server at each location to take advantage of VisNetic MailServer's TLS secured connection feature. All transactions between secured mail servers will be (by default) encrypted via TLS, ensuring that hackers or any other unauthorized parties cannot view the files. TLS is a very effective means of securing your customer's private corporate information.

Internet Service Providers will find VisNetic MailServer's scalability and web-based email of interest, as well as the following:

- *User configurable remote access.* ISP's can set up user accounts so that the users can configure passwords, forwarding options, spam filters, auto responders, and more. Domain administrator accounts can also be configured to give access to administrative features for specified domains. They can modify all accounts under their domain and create and modify mailing lists.
- *High-speed performance.* Using VisNetic MailServer's Efficient Memory feature, user accounts can be temporarily stored in the server computer's RAM. Because nothing is being written to the server's disk drive, server performance is significantly enhanced.

Overcoming Objections

I am already using MDAemon and it's working. Why should I move to VisNetic MailServer?

There are three primary reasons to use VisNetic MailServer: performance, security and scalability.

Performance. MDAemon is single threaded. This means lower performance from your mail server. For example, if you send large amounts of email simultaneously, slow performance will significantly impact how tasks are effectively accomplished. On the other hand, VisNetic MailServer's *multithreaded* architecture greatly enhances performance. Mass emails can be sent up to six times faster, compared to a single threaded mail server. For the higher traffic of ISP's or corporate users, you can also run multiple instances of VisNetic MailServer and incorporate load-balancing features. To further improve performance, use VisNetic MailServer's high-speed memory mode, which loads all accounts into the server computer's memory. Because the accounts are in the memory, no reading or writing is done to the hard drive. This enhances VisNetic MailServer's performance to make send rates even faster.

Scalability. VisNetic MailServer incorporates many scalable features that will grow with your company. For example, ODBC support allows you to import and export users to an ODBC compliant database. You can create custom applications that automatically add or remove accounts to the database instead of doing the task manually through the Configuration tool. You can also create mailing lists in VisNetic MailServer by doing SQL queries directly on the database.

Security. If email security is a priority, consider VisNetic MailServer. TLS encrypted POP3 and SMTP connections ensure that no one else will be able to view your sensitive data, even if the messages are intercepted at some point during the transmission of the message. Additionally, tarpitting helps prevent spammers from discovering the accounts available on your mail server (effective for preventing email harvesting); "Out of the box", VisNetic MailServer incorporates features designed to prevent relaying and spamming on your mail server and, AntiVirus Plug-in for VisNetic MailServer is available to provide you with completely integrated antiviral protection.

How can I easily recreate my accounts and user settings in VisNetic MailServer?

You can use the Migration Tool to move all domains, user accounts, and messages over to VisNetic MailServer. This tool will work with any mail server, including MDAemon.

COMPETITIVE PRODUCT SUMMARY

VisNetic MailServer offers the following primary advantages over MDAemon:

- Security
- Scalability
- Performance

VisNetic MailServer/MDaemon Comparison Chart

Advantages	VisNetic MailServer	MDaemon
Scalability:		
Multiple Domain Support by IP	✖	✖
Customizable Web Mail/Domain	✖	✖
ISP Ready (high-speed, high volume)	✖	
ETRN/ATRN	✖	✖
Domain Backup	✖	✖
Multiple Antivirus Support	✖	
Load Balancing	✖	
ODBC (open database connectivity)	✖	
Multiple Domain Support for Web-based Email	✖	
Security:		
Server-based TLS/SSL Security	✖	
Secure Web Mail	✖	
Secure Web Administration	✖	
Secure Windows GUI (for remote access)	✖	
SMTP Authentication "Out of the Box"	✖	
Default Spam Rely Prevention	✖	
Email Harvest Prevention	✖	
Content Filtering	✖	✖
Transparent Archiving	✖	✖
Real Time Black Hole List	✖	✖
Moderated Mailing Lists	✖	✖
Performance:		
Multithreaded Operation	✖	
Multiple CPU Support	✖	
High-Speed Memory Mode	✖	
ISP Volume Capability	✖	
Watchdog	✖	
Separate Control Engine	✖	
Web-based Control Turn Off	✖	

TECHNICAL SPECIFICATIONS

The following are *minimum* recommended system requirements for VisNetic MailServer; the requirements do not take into account multiple programs running simultaneously. Computers running several programs at the same time should exceed these recommendations.

Required Software

VisNetic MailServer Supports all Windows platforms:

- Runs as a service on: Windows XP, 2000 Server, 2000 Professional, NT4 Server, NT4 WorkStation
- Runs in the system tray on: Windows 95, Windows 98, Windows Me

Only TCP/IP is required to use VisNetic MailServer on a LAN for a local email solution (Office Network).

At a minimum, VisNetic MailServer requires at least a 166 Mhz processor with 64 MB of RAM.

To use VisNetic MailServer on a LAN and the Internet you will, of course, need access to the Internet and a properly configured MX record for your domain at the DNS server.

Suggested Hardware Configurations:

# of Users (#of domains)	VisNetic MailServer Version	Recommended minimum SW/HW Requirements
1-25 (1 domain)	VisNetic MailServer Plus	W95, W98, WMe, CPU 166Mhz, RAM 64MB
1-250 (Unlimited domains)	VisNetic MailServer Pro	WNT sp6a, W2000 sp2, WXP, CPU 266Mhz, RAM 128 MB
1-500 (Unlimited domains)	VisNetic MailServer Enterprise/ISP	Use Efficient Memory Mode or ODBC with Microsoft SQL 7 sp3 or SQL2000, WNT sp6a, W2000 sp2, WXP, CPU 750Mhz, RAM 256 MB
1-1000 (Unlimited domains)	VisNetic MailServer Enterprise/ISP	Use ODBC mode with Microsoft SQL 7 sp3 or SQL2000, WNT sp6a, W2000 sp2, WXP, MULTI CPU 750Mhz, RAM 512 MB, HD - File Server
> 1000 (Unlimited domains)	VisNetic MailServer Enterprise/ISP	Use LOAD BALANCE to the several PC's with configuration above

Documentation/Training

The documentation for VisNetic MailServer includes the following:

- ❑ QuickStart Guide, including installation instructions
- ❑ Release Notes
- ❑ Product Manual

Ordering Information

VisNetic MailServer licensing is available in three packages: Plus, Professional and Enterprise/ISP. The Plus package targets the small to medium sized business owner who has a relatively smaller number of employees; it is limited to using a single domain. The Professional version of VisNetic MailServer targets the business owner with a larger number of employees. It allows unlimited domains, plus ODBC connectivity and the use of efficient memory to enhance performance. The Enterprise/ISP package targets the larger corporate user or Internet Service Provider who seeks a robust, flexible mail server. It includes the same features as the Professional version of VisNetic MailServer, plus load-balancing capabilities. VisNetic WebMail is integrated into all versions of VisNetic MailServer.

Server	Domains	Users	Web Mail	ODBC Connectivity	Efficient Memory	Load Balancing
Plus	1	6, 12, 25	Yes	No	No	No
Pro	Unlimited	6, 12, 25, 50, 100, 250	Yes	Yes	Yes	No
Enterprise ISP	Unlimited	500, 1000, Unlimited	Yes	Yes	Yes	Yes

Providing Complete Solutions

Antivirus Plug-in. Installed at the server level (i.e. on VisNetic MailServer), rather than dispersed on each client computer like typical antivirus solutions, AntiVirus Plug-in for VisNetic MailServer is a superior antivirus solution that will proactively secure the network at the email gateway.

FROM DEERFIELD.COM

Deerfield.com is an Internet Software and Solutions provider based in Northern Lower Michigan. The company was formed, and continues to operate, as a privately held company, with collective experience in the computer industry as consultants, marketers, distributors, networking engineers, and technicians.

At Deerfield.com we are actually our own customer, especially when dealing with business development opportunities. This produces a distinct advantage in truly relating to customers. Growing a small business in rural Northern Michigan often presents obstacles, each requiring a specialized solution. Because of this, Deerfield.com holds the values of our customers and their needs close to heart when expanding its product suite. We continually learn, through personal experience and open communication with customers, that a solution must:

- Be just that - the resolution to a problem.
- Offer easy installation, configuration and administration.
- Provide cost effectiveness upfront and future financial benefits.

- Through download, be readily available and include ample evaluation of all features.

Want to learn more?

To learn more about VisNetic MailServer or other software solutions from Deerfield.com, please logon with your Reseller ID and password at: <http://www.deerfield.com/corporate/resellers>. Or, contact a Channel Sales Representative at +1 (989) 732-8856 who will happy to assist you. To arrange an onsite visit at Deerfield.com, please ask for Randy Kwapis, Channel Sales Manager.