

VisNetic MailServer Competitive Analysis

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1 Introduction

1.1 Executive Summary

The purpose of this market analysis is to identify present and upcoming VisNetic MailServer competition. Noted for each product are platform, features, stratification and pricing. However, in some instances, this information is not available.

All listed competitive products have been downloaded, installed, configured, and tested, with the exception of MS Exchange and Sendmail. In the technical section, the report reviews the efficacy of each of the highlighted competitors' key features and overall feel. Unique features have been noted where applicable.

1.2 Product Definition – VisNetic MailServer 5.0

For the purposes of this analysis the following VisNetic MailServer baseline information is used:

VisNetic MailServer 5.0

Platforms: Windows 95, Windows 98, Windows NT, Windows 2000

Pro, Windows 2000 Server, and Windows ME.

Distribution: ESD

Price Range: TBD

License Sizes: 6 – Unlimited Users

Features:

Stability

- Multiple CPU Support
- Scheduled Backup
- Real Time Monitoring (NT Platforms) **Pro Only**
- Watchdog
- Disk Space Monitor
- On-Demand Mail Relay (ATRN)
- Dial Up Networking (DUN) Support
- Extensive Logging

Security

- TLS/SSL Support
- Powerful Antivirus Support
- Tarpitting

- Authentication Support
- Content Filtering
- Spam Prevention
- Mailbox Restrictions
- RBL and CF Bypass Files

Scalability

- ODBC Support **Pro Only**
- Multiple Domain Support **Pro Only**
- Multiple Email Protocol Support
- Mailing List/ List Server
- Remote Web Administration
- VisNetic WebMail
- MultiPOP
- Windows NT User Import
- API DLL support
- Auto Reply Support
- APOP Support
- IMAP - Shared Folders
- IMAP - Rules
- Content Filter SML Export/Import
- Atomic Clock
- Catalog Support
- ACL (Access Control List)

1.3 Market Description

For the purpose of this analysis, the following general VisNetic MailServer market definition is used.

The mail server market includes any customer interested in providing email to multiple users. Small and medium businesses, large corporations and Internet Service Providers (ISP's) are more inclined to use an email server than a home user. Mail parsing programs, IP screening programs, mailing list programs, auto responders, and anti-spamming programs are examples of categories that can greatly affect the email server market.

2. Competition Identification

The following potential VisNetic MailServer competitors have been identified in the market described above.

2.1 Core Competitors

Each competitor identified offers features or benefits that are significantly similar to those of VisNetic MailServer and has an established market presence.

- Microsoft Exchange Server 2000
- Avirt Mail Server
- 602 Pro LAN Suite
- MailMax
- FT Gate Pro
- SL Mail
- Merak Email Server
- IMail Server
- Mercur
- GMS Mail (formerly NT Mail)
- MDaemon

3 Appendix A: Core Competitors

3.1 Microsoft Inc.

3.1.1 Product: Microsoft Exchange Server 2000

Company	Microsoft Inc.
Address	One Microsoft Way, Ste. 303; Redmond, WA 98502-8303
Phone	(425) 882-8080
URL	http://www.microsoft.com/exchange
Email	feedback@microsoft.com
Exposure	PC Magazine, ZDNet, CNET
Distribution	Box or License direct from Microsoft
License Sizes	5, 25
Price Range	\$699.00 - \$6,999.00 Plus \$67.00 per additional client
Support Policies	Free “self-help” technical support websites, Paid telephone and Web support
Platforms	Windows NT
Features	Active Directory, Storage Groups, Clustering, CDO Interface, IIS Integration, Connector, Unlimited data store, Unlimited message store, Single-instance message store, Symmetric multiprocessing capabilities, Hot backups, Fast backups, Automatic detection, Native implementation of Internet standards, Transacted message store, Microsoft Cluster Server, Server Monitor, Link Monitor, Dynamic rerouting, Message tracker, Integration with Windows NT Server security model, RPC encryption and SSL, MS Exchange Key Management Server, S/MIME and X.509 v3 certificate support, Message transfer agents, Multi-protocol server, Administrative wizards, IMAP and LDAP, SSL over SMTP, Simple Authentication and Security Layer, MIME encapsulation of aggregate HTML documents, Extended turn support, MS Exchange Scripting Agent, MS Exchange Chat Service, Internet Locator Server, Outlook 98, Active Server Pages, Collaboration data object, Design time controls and wizards, MS Visual InterDev, ADSI support, Outlook forms, Integration with Windows NT Server management tools, Server monitor, Link monitor, Message tracker, Deleted item recovery, SNMP using industry standard MIB and address space, Integration with MS Systems Management Server Wizard, Multiple Organization Hosting
Trial Version Available	Free 120-day trial version
White Paper Available	Yes

3.2 Avirt Gateway Solutions

3.2.1 Avirt Mail Server 4.0

Company	Avirt Gateway Solutions
Address	51 West Center Street, Ste. 604
Phone	(801) 802-7459
URL	http://www.avirt.com
Email	info@avirt.com
Exposure	N/A
Distribution	ESD- Order Direct
License Sizes	5, 10, 25, Unlimited
Price Range	\$44.95 - \$299.95
Support Policies	Free email support. Paid telephone support.
Platforms	Windows 95, Windows 98, Windows NT, Windows 2000, Windows ME
Features	Domain aliasing, Advanced filters, Intraoffice mail, Urgent SMTP delivery, Advanced audit logging, Language translations, Setup wizards, Intuitive interface, Taskbar icon, Configurable using control panel, Configurable with Internet information server, IP based security, Connection logging, Automatic dialing support, SMTP server, POP3 server, Firewall
Trial Version Available	Free 30-day trial version
White Paper Available	Yes

3.3 602 Software

3.3.1 Product: 602 Pro LAN Suite

Company	602 Software
Address	Software602, Inc. One Independent Dr., Ste. 3125; Jacksonville, FL 32202
Phone	1-904-356-6020
URL	http://www.602pro.com/messaging/index.html
Email	info@software602.com
Exposure	Information Week, Andover News, Internet Week
Distribution	ESD
License Sizes	5 (free), 10, 25, Unlimited
Price Range	\$99. - \$399.00
Support Policies	Paid email and telephone support
Platforms	Windows 95, Windows 98, Windows NT, Windows 2000
Features	POP3/ SMTP server, Fax server, Internet faxing, Web server, Voicemail server, Internet Sharing; Unified messaging, Included email client, Shared ODBC address books, DES 56K Encryption, Secure central archive, MAPI support, Remote access, Web mail, Secure office-to-office connection, Shared Internet access, Network cache, Controlled access, HTTP/ SSL server, IP level firewall, Mapped links, DHCP server, Extended administration, Logs/ statistics, Windows service, Supports any Internet connection, Data transfer server integration
Trial Version Available	Free 5 User Version
White Paper Available	Yes; http://download.software602.com/pdf/lms/2002/lms2002_wp.pdf

3.4 SmartMax Software Inc.

3.4.1 Product: MailMax 5.0

Company	SmartMax Software Inc.
Address	2431 E. 61 st Street, Ste. 307; Tulsa, OK 74136-1231
Phone	(918) 496-8103
URL	http://www.SmartMax.com/MailMax.html
Email	info@SmartMax.com
Exposure	Tucows, File Dudes, ServerWatch, Strouds CWS Apps
Distribution	ESD- order direct
License Sizes	10, 50, 100, 250, 1000, 2500, Unlimited Users
Price Range	\$449.00 - \$849.00
Support Policies	Free support during evaluation. Free email and telephone support for 30 days after purchase. Free email support and paid telephone support after initial 30-day period.
Platforms	Windows 95, Windows 98, Windows NT 4.0. Windows 2000
Features	Multi-threading mail sending, Local senders only, Global email bans, Blind aliasing, IMAP, Web interface, Dynamic connection status, Multi-homing domains, Multiple domain support, Wizards, Disk allocation, Remote administration redesigned, Tree sorting, SPY mode, Remote event log, ODBC database control, Supports TCP/IP protocol, Anti-spam controls, Message volume throttling, Database driven, Mailbox options, Inbound denial of attack protection; Antivirus plug-in; tarpitting
Trial Version Available	Free 30-day trial version
White Paper Available	Yes

3.5 Floosietek Ltd.

3.5.1 Product: FT Gate Pro

Company	Floosietek Ltd.
Address	6 & 8 Charlemont Drive, Manea Cambs PE15 0GA England
Phone	N/A
URL	http://www.floosietek.com
Email	sales@floosietek.com
Exposure	Tucows, PC Magazine
Distribution	ESD- order direct, resellers
License Sizes	Unlimited Users
Price Range	600 pounds
Support Policies	Free email support. Paid “emergency” telephone support.
Platforms	Windows 95, Windows 98, Windows NT, Windows 2000, Windows ME
Features	SMTP server/ gateway/ ESMTP, Kill list, POP3 server, SmartPOP, Command processor, Full Multithreading, User, list, and group mailboxes, Auto-responder, Robot mailbox, UBE filters, NT SAM integration, MX delivery support, Advanced delivery options, Logging, Address mapping, Domain aliases, File import; antivirus; web admin; web mail; spam protection; LDAP server
Trial Version Available	Free 30-day trial version
White Paper Available	No

3.6 BVRP Software Group

3.6.1 Product: SL Mail 5.0

Company	BVRP Software Group
Address	11730 118 th Avenue NE, Ste. 400; Kirkland, WA 98034
Phone	(425) 825-7034
URL	http://www.bvrpusa.com/index.asp?page=http://www.bvrpusa.com/products/slmail/
Email	feedback@BVRPusa.com
Exposure	Tucows, Internet Magazine
Distribution	ESD- order direct
License Sizes	25, 49, 99, 249, Unlimited Users
Price Range	\$299.00 - \$899.00
Support Policies	Free email support. Free phone support for 30-days after purchase. Paid telephone support after 30 days.
Platforms	Windows NT 4.0, Windows 2000
Features	Anti-spam and content filters, Complete command using web browser, Administrative interfaces and logging, built around MS component object model, Gateway/ Firewall support, Build your own 3 rd party plug-ins, POP-authenticated relay, Multiple domain support
Trial Version Available	Free 14-day trial version.
White Paper Available	No

3.7 IceWarp

3.7.1 Product: Merak Email Server 5.0

Company	IceWarp.
Address	
Phone	
URL	http://www.icewarp.com
Email	info@icewarp.com
Exposure	
Distribution	ESD, Resellers
License Sizes	Unlimited
Price Range	\$280.00 – \$980.00
Support Policies	Free email support (forum)
Platforms	Windows NT, Windows 2000
Features	Multiple domain support; anti-spam; anti relay; antivirus; SMTP/POP3/IMAP4/HTTP; proxy server; TLS/SSL connections; mailing lists; list servers; multiple CPU support; ODBC support; content filters; web admin; remote admin; web mail; WAP mail support
Trial Version Available	Yes
White Paper Available	No

3.8 Ipswitch

3.8.1 Product: IMail Server 7.0

Company	Ipswitch
Address	81 Hartwell Avenue; Lexington, MA 02421
Phone	(781) 676-5700
URL	http://www.ipswitch.com/products/IMail_server
Email	info@ipswitch.com
Exposure	PC Magazine, Network Computing, Internet Week, PC World
Distribution	ESD- order direct, resellers
License Sizes	25, 250, 1000, Unlimited Users
Price Range	\$495.00 - \$1995.00
Support Policies	Free email support for evaluation users and for 60 days after purchase. Free telephone support for 60 days after purchase.
Platforms	Windows NT 3.51 or later with SP5, Windows 2000
Features	Web calendaring, Security – SSL, Configurable templates, Web messaging, Mail Delivery rules, ODBC support, Anti-spamming features, Open standards support, Non-proprietary, Multi-domain support, Built-in monitoring, Scalable, IMail Administrator, Remote administration, List server capabilities, Advertising support, Mail-to-pager capability, Mail-to-fax capability, NT user authentication database
Trial Version Available	Free 30-day trial version
White Paper Available	No

3.9 Atrium Software

3.9.1 Product: Mercur 4.1

Company	Atrium Software
Address	2390 E Camelback Road, Ste. 300; Phoenix, AZ 85016
Phone	(602) 912-5762
URL	http://www.atrium-software.com
Email	info@atrium-software.com
Exposure	Tucows, File Dudes
Distribution	ESD- order direct, resellers Box- order direct, resellers
License Sizes	10, 20,50, 100, 250, Unlimited Users
Price Range	\$232.00 - \$1,430.00 Euro
Support Policies	30 days of free email and telephone support during evaluation period. Free email and telephone support for 60 days after purchase. Free email support and paid telephone support thereafter.
Platforms	Windows NT 4.0, Windows 2000 Professional and Server
Features	IMAP4/SMTP, POP3, DNS, HTTP, Firewall, Anti-spamming, Anti-virus, Attachment filtering, Password authentication, Management of unlimited domains, Management of unlimited user accounts, Management of unlimited mailing lists, Management of auto-responders, Management of scheduling, Remote mail account management, Dial-up network management, Remote configuration, Executables via email, Management of static routes, Windows NT/ 2000 user manager, Database connectivity (ODBC), Email-to-fax and SMS/ pager gateway, Statistic lists
Trial Version Available	Free 30-day trial version
White Paper Available	No

3.10 Gordano

3.10.1 Product: GMS Mail (formerly NT Mail 7.0)

Company	Gordano
Address	P.O. Box 79; Clevedon, North Somerset, BS 2162 G UK
Phone	44 0 1275 345 100
URL	http://www.gordano.co.uk
Email	sales@gordano.com
Exposure	PC Magazine, PC Direct, Security Magazine, Network Computing
Distribution	ESD, Box
License Sizes	Starter – 10,000
Price Range	\$555.00 - \$8,995.00
Support Policies	Free email support. Paid telephone support.
Platforms	Windows NT, Windows 2000
Features	Configuration flexibility, Relay protection, Custom delivery scripts, Full, virtual, POP and robot domains, Log management, Optional fax delivery, Configuration flexibility (COM, ODBC, CFX), Anti-spam protection, Anti-virus protection, POP3, IMAP4, SMTP, ESMTP, and WAP support
Trial Version Available	Free 30-day trial version.
White Paper Available	No

3.11 AltN Technologies

3.11.1 Product: MDAemon 6

Company	Alt-N Technologies
Address	Alt-N Technologies, Ltd. 1179 Corporate Drive West Suite 103 Arlington, Texas 76006
Phone	N/A
URL	http://www.altn.com
Email	issues@altn.com
Exposure	Tucows, Server Watch, Super Shareware, Yippee, WinFiles
Distribution	ESD- Direct purchase
License Sizes	6 Users – Unlimited Users
Price Range	\$110-\$1980
Support Policies	TBD
Platforms	Windows 95, 98, ME, NT4 Workstation and Server, 2000 Pro and Server, XP
Features	AntiVirus Plug-in, Enhanced Interface, Improved Content Filter Processing, LDaemon LDAP Server Support, Integration of WorldClient Pro, IMAP4, Public Folders, Custom Mail Queue Support, Automatic Gateway Creation, Multiple Domain Support, Server-Side Mail Filtering, Mailing Lists, Integration with Outlook, Content Filter, Integration of WorldClient Standard, Account Restrictions, List Pruning, Inactive Account and Old Mail Purging, NT Account Integration, Account Templates, Account Editor, Update Checker, Reverse Lookup Verification, Domain Gateways, On-Demand Mail Relay (ATRN), Smart Mail Spooling and Routing, APOP, CRAM-MD5 and LOGIN Authentication Support, Dialup Control, Quota System Enhancements, Aliasing Advancements, System Tray Icons, Auto Responder, Priority Mail, MultiPOP, Programmable API, SMS Gateway Support, ESMTP Authentication, Spam Blocker, Anti-spam, Suppression Lists, IP Shielding, POP Before SMTP, IP Screening, Increased Download Control, Flexible Email Security, MD Configuration, MD Stats, Aliasing Logic, Header Translation, MX Resolver, WebConfig, WebAdmin, MDAemon Plus Pack
Trial Version Available	30-day trial version
White Paper Available	No

4 Appendix B: Price Comparison Charts

4.1 Core Competitors

<u>Software</u>	<u>Minimum Price</u>	<u>Maximum Price</u>
VisNetic MailServer	\$110.00	\$1,950.00
MS Exchange	\$699.00 + \$67.00 per client/device	\$6,999.00
MailMax	\$449.00	\$849.00
Avirt Mail Server	\$49.95	\$299.95
FT Gate Pro	600 pounds (985.00 USD)	600 pounds (985.00 USD)
IMail Server	\$995.00	\$2,495.00
Merak Email Server	\$280.00	\$980.00
Mercur	\$232.00	\$1,430.00
SL Mail	\$299.00	\$899.00
GMS Mail (NT Mail)	\$555.00	\$8,995.00
602 Pro LAN Suite	\$99.00	\$399.00
MDaemon	\$110.00	\$1,980.00