

## 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

|                                |  |
|--------------------------------|--|
| <b>Company</b>                 | Microsoft Inc.   |
| <b>Address</b>                 | One Microsoft Way, Ste. 303; Redmond, WA 98502-8303  |
| <b>Phone</b>                   | (425) 882-8080   |
| <b>URL</b>                     | <a href="http://www.microsoft.com/exchange">http://www.microsoft.com/exchange</a>  |
| <b>Email</b>                   | <a href="mailto:feedback@microsoft.com">feedback@microsoft.com</a>   |
| <b>Exposure</b>                | PC Magazine, ZDNet, CNET   |
| <b>Distribution</b>            | Box or License direct from Microsoft   |
| <b>License Sizes</b>           | 5, 25  |
| <b>Price Range</b>             | \$699.00 - \$6,999.00 Plus \$67.00 per additional client   |
| <b>Support Policies</b>        | Free “self-help” technical support websites, Paid telephone and Web support  |
| <b>Platforms</b>               | Windows NT   |
| <b>Features</b>                | 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 MADMAN MIB and address space, Integration with MS Systems Management Server Wizard, Multiple Organization Hosting |
| <b>Trial Version Available</b> | Free 120-day trial version   |
| <b>White Paper Available</b>   | Yes  |

## 3.2 Avirt Gateway Solutions

### 3.2.1 Avirt Mail Server 4.0

|                                |   |
|--------------------------------|---|
| <b>Company</b>                 | Avirt Gateway Solutions   |
| <b>Address</b>                 | 51 West Center Street, Ste. 604   |
| <b>Phone</b>                   | (801) 802-7459  |
| <b>URL</b>                     | <a href="http://www.avirt.com">http://www.avirt.com</a>   |
| <b>Email</b>                   | <a href="mailto:info@avirt.com">info@avirt.com</a>  |
| <b>Exposure</b>                | N/A   |
| <b>Distribution</b>            | ESD- Order Direct   |
| <b>License Sizes</b>           | 5, 10, 25, Unlimited  |
| <b>Price Range</b>             | \$44.95 - \$299.95  |
| <b>Support Policies</b>        | Free email support. Paid telephone support.   |
| <b>Platforms</b>               | Windows 95, Windows 98, Windows NT, Windows 2000, Windows ME  |
| <b>Features</b>                | 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 |
| <b>Trial Version Available</b> | Free 30-day trial version   |
| <b>White Paper Available</b>   | Yes   |



### 3.3 602 Software

#### 3.3.1 Product: 602 Pro LAN Suite

|                                |  |
|--------------------------------|--|
| <b>Company</b>                 | 602 Software   |
| <b>Address</b>                 | Software602, Inc. One Independent Dr., Ste. 3125; Jacksonville, FL 32202   |
| <b>Phone</b>                   | 1-904-356-6020   |
| <b>URL</b>                     | <a href="http://www.602pro.com/messaging/index.html">http://www.602pro.com/messaging/index.html</a>  |
| <b>Email</b>                   | <a href="mailto:info@software602.com">info@software602.com</a>   |
| <b>Exposure</b>                | Information Week, Andover News, Internet Week  |
| <b>Distribution</b>            | ESD  |
| <b>License Sizes</b>           | 5 (free), 10, 25, Unlimited  |
| <b>Price Range</b>             | \$99. - \$399.00   |
| <b>Support Policies</b>        | Paid email and telephone support   |
| <b>Platforms</b>               | Windows 95, Windows 98, Windows NT, Windows 2000   |
| <b>Features</b>                | 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 |
| <b>Trial Version Available</b> | Free 5 User Version  |
| <b>White Paper Available</b>   | Yes; <a href="http://download.software602.com/pdf/lms/2002/lms2002_wp.pdf">http://download.software602.com/pdf/lms/2002/lms2002_wp.pdf</a>   |

### 3.4 SmartMax Software Inc.

#### 3.4.1 Product: MailMax 5.0

|                                |  |
|--------------------------------|--|
| <b>Company</b>                 | SmartMax Software Inc.   |
| <b>Address</b>                 | 2431 E. 61 <sup>st</sup> Street, Ste. 307; Tulsa, OK 74136-1231  |
| <b>Phone</b>                   | (918) 496-8103   |
| <b>URL</b>                     | <a href="http://www.SmartMax.com/MailMax.html">http://www.SmartMax.com/MailMax.html</a>  |
| <b>Email</b>                   | <a href="mailto:info@SmartMax.com">info@SmartMax.com</a>   |
| <b>Exposure</b>                | Tucows, File Dudes, ServerWatch, Strouds CWS Apps  |
| <b>Distribution</b>            | ESD- order direct  |
| <b>License Sizes</b>           | 10, 50, 100, 250, 1000, 2500, Unlimited Users  |
| <b>Price Range</b>             | \$449.00 - \$849.00  |
| <b>Support Policies</b>        | 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.  |
| <b>Platforms</b>               | Windows 95, Windows 98, Windows NT 4.0. Windows 2000   |
| <b>Features</b>                | 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 |
| <b>Trial Version Available</b> | Free 30-day trial version  |
| <b>White Paper Available</b>   | Yes  |

### 3.5 Floosietek Ltd.

#### 3.5.1 Product: FT Gate Pro

|                                |   |
|--------------------------------|---|
| <b>Company</b>                 | Floosietek Ltd.   |
| <b>Address</b>                 | 6 & 8 Charlemont Drive, Manea Cambs PE15 0GA England  |
| <b>Phone</b>                   | N/A   |
| <b>URL</b>                     | <a href="http://www.floosietek.com">http://www.floosietek.com</a>   |
| <b>Email</b>                   | <a href="mailto:sales@floosietek.com">sales@floosietek.com</a>  |
| <b>Exposure</b>                | Tucows, PC Magazine   |
| <b>Distribution</b>            | ESD- order direct, resellers  |
| <b>License Sizes</b>           | Unlimited Users   |
| <b>Price Range</b>             | 600 pounds  |
| <b>Support Policies</b>        | Free email support. Paid “emergency” telephone support.   |
| <b>Platforms</b>               | Windows 95, Windows 98, Windows NT, Windows 2000, Windows ME  |
| <b>Features</b>                | 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 |
| <b>Trial Version Available</b> | Free 30-day trial version   |
| <b>White Paper Available</b>   | No  |

### 3.6 BVRP Software Group

#### 3.6.1 Product: SL Mail 5.0

|                                |  |
|--------------------------------|--|
| <b>Company</b>                 | BVRP Software Group  |
| <b>Address</b>                 | 11730 118 <sup>th</sup> Avenue NE, Ste. 400; Kirkland, WA 98034  |
| <b>Phone</b>                   | (425) 825-7034   |
| <b>URL</b>                     | <a href="http://www.bvrpusa.com/index.asp?page=http://www.bvrpusa.com/products/slmail/">http://www.bvrpusa.com/index.asp?page=http://www.bvrpusa.com/products/slmail/</a>  |
| <b>Email</b>                   | <a href="mailto:feedback@BVRPusa.com">feedback@BVRPusa.com</a>   |
| <b>Exposure</b>                | Tucows, Internet Magazine  |
| <b>Distribution</b>            | ESD- order direct  |
| <b>License Sizes</b>           | 25, 49, 99, 249, Unlimited Users   |
| <b>Price Range</b>             | \$299.00 - \$899.00  |
| <b>Support Policies</b>        | Free email support. Free phone support for 30-days after purchase. Paid telephone support after 30 days.   |
| <b>Platforms</b>               | Windows NT 4.0, Windows 2000   |
| <b>Features</b>                | 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 <sup>rd</sup> party plug-ins, POP-authenticated relay, Multiple domain support |
| <b>Trial Version Available</b> | Free 14-day trial version.   |
| <b>White Paper Available</b>   | No   |

### 3.7 IceWarp

#### 3.7.1 Product: Merak Email Server 5.0

|                                |   |
|--------------------------------|---|
| <b>Company</b>                 | IceWarp.  |
| <b>Address</b>                 |   |
| <b>Phone</b>                   |   |
| <b>URL</b>                     | <a href="http://www.icewarp.com">http://www.icewarp.com</a>   |
| <b>Email</b>                   | info@icewarp.com  |
| <b>Exposure</b>                |   |
| <b>Distribution</b>            | ESD, Resellers  |
| <b>License Sizes</b>           | Unlimited   |
| <b>Price Range</b>             | \$280.00 – \$980.00   |
| <b>Support Policies</b>        | Free email support (forum)  |
| <b>Platforms</b>               | Windows NT, Windows 2000  |
| <b>Features</b>                | 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 |
| <b>Trial Version Available</b> | Yes   |
| <b>White Paper Available</b>   | No  |

### 3.8 Ipswitch

#### 3.8.1 Product: IMail Server 7.0

|                                |   |
|--------------------------------|---|
| <b>Company</b>                 | Ipswitch  |
| <b>Address</b>                 | 81 Hartwell Avenue; Lexington, MA 02421   |
| <b>Phone</b>                   | (781) 676-5700  |
| <b>URL</b>                     | <a href="http://www.ipswitch.com/products/IMail_server">http://www.ipswitch.com/products/IMail_server</a>   |
| <b>Email</b>                   | <a href="mailto:info@ipswitch.com">info@ipswitch.com</a>  |
| <b>Exposure</b>                | PC Magazine, Network Computing, Internet Week, PC World   |
| <b>Distribution</b>            | ESD- order direct, resellers  |
| <b>License Sizes</b>           | 25, 250, 1000, Unlimited Users  |
| <b>Price Range</b>             | \$495.00 - \$1995.00  |
| <b>Support Policies</b>        | Free email support for evaluation users and for 60 days after purchase. Free telephone support for 60 days after purchase.  |
| <b>Platforms</b>               | Windows NT 3.51 or later with SP5, Windows 2000   |
| <b>Features</b>                | 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 |
| <b>Trial Version Available</b> | Free 30-day trial version   |
| <b>White Paper Available</b>   | No  |

### 3.9 Atrium Software

#### 3.9.1 Product: Mercur 4.1

|                                |  |
|--------------------------------|--|
| <b>Company</b>                 | Atrium Software  |
| <b>Address</b>                 | 2390 E Camelback Road, Ste. 300; Phoenix, AZ 85016   |
| <b>Phone</b>                   | (602) 912-5762   |
| <b>URL</b>                     | <a href="http://www.atrium-software.com">http://www.atrium-software.com</a>  |
| <b>Email</b>                   | <a href="mailto:info@atrium-software.com">info@atrium-software.com</a>   |
| <b>Exposure</b>                | Tucows, File Dudes   |
| <b>Distribution</b>            | ESD- order direct, resellers<br>Box- order direct, resellers   |
| <b>License Sizes</b>           | 10, 20,50, 100, 250, Unlimited Users   |
| <b>Price Range</b>             | \$232.00 - \$1,430.00 Euro   |
| <b>Support Policies</b>        | 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.   |
| <b>Platforms</b>               | Windows NT 4.0, Windows 2000 Professional and Server   |
| <b>Features</b>                | 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 |
| <b>Trial Version Available</b> | Free 30-day trial version  |
| <b>White Paper Available</b>   | No   |

## 3.10 Gordano

## 3.10.1 Product: GMS Mail (formerly NT Mail 7.0)

|                                |   |
|--------------------------------|---|
| <b>Company</b>                 | Gordano   |
| <b>Address</b>                 | P.O. Box 79; Clevedon, North Somerset, BS 2162 G UK   |
| <b>Phone</b>                   | 44 0 1275 345 100   |
| <b>URL</b>                     | <a href="http://www.gordano.co.uk">http://www.gordano.co.uk</a>   |
| <b>Email</b>                   | <a href="mailto:sales@gordano.com">sales@gordano.com</a>  |
| <b>Exposure</b>                | PC Magazine, PC Direct, Security Magazine, Network Computing  |
| <b>Distribution</b>            | ESD, Box  |
| <b>License Sizes</b>           | Starter – 10,000  |
| <b>Price Range</b>             | \$555.00 - \$8,995.00   |
| <b>Support Policies</b>        | Free email support. Paid telephone support.   |
| <b>Platforms</b>               | Windows NT, Windows 2000  |
| <b>Features</b>                | 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 |
| <b>Trial Version Available</b> | Free 30-day trial version.  |
| <b>White Paper Available</b>   | No  |



### 3.11 AltN Technologies

#### 3.11.1 Product: MDAemon 6

|                                |  |
|--------------------------------|--|
| <b>Company</b>                 | Alt-N Technologies   |
| <b>Address</b>                 | Alt-N Technologies, Ltd.<br>1179 Corporate Drive West Suite 103<br>Arlington, Texas 76006  |
| <b>Phone</b>                   | N/A  |
| <b>URL</b>                     | <a href="http://www.altn.com">http://www.altn.com</a>  |
| <b>Email</b>                   | <a href="mailto:issues@altn.com">issues@altn.com</a>   |
| <b>Exposure</b>                | Tucows, Server Watch, Super Shareware, Yippee, WinFiles  |
| <b>Distribution</b>            | ESD- Direct purchase   |
| <b>License Sizes</b>           | 6 Users – Unlimited Users  |
| <b>Price Range</b>             | \$110-\$1980   |
| <b>Support Policies</b>        | TBD  |
| <b>Platforms</b>               | Windows 95, 98, ME, NT4 Workstation and Server, 2000 Pro and Server, XP  |
| <b>Features</b>                | 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 |
| <b>Trial Version Available</b> | 30-day trial version   |
| <b>White Paper Available</b>   | No   |

## 4 Appendix B: Price Comparison Charts

### 4.1 Core Competitors

| <b><u>Software</u></b> | <b><u>Minimum Price</u></b>          | <b><u>Maximum Price</u></b> |
|------------------------|--------------------------------------|-----------------------------|
| 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                  |