



addr. P.O. Box 851  
4241 Old U.S. 27  
Gaylord, MI 49735  
USA  
ph. 989.732.8856  
fx. 989.731.9299  
www: www.deerfield.com

**COMPETITIVE ANALYSIS:**  
**VisNetic Oddpost**

Updated: July 2003

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## 1. INTRODUCTION

### 1.1 Executive Summary

This market analysis has been designed to provide information on products that directly compete with VisNetic Oddpost. Feature and price comparisons are included.

### 1.2 Product Definition

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

#### **VisNetic Oddpost v2.0**

Requirements: Windows 2000, 2003 and XP and an IMAP Server

Distribution: ESD

Price Range: \$165 - \$1,999

Features: Fast and efficient

Desktop appearance and usability

Calendaring – fully featured

Powered by Oddpost

Drag and Drop

Clean interface

Distribution lists

Spell checker

Message folders

Auto retrieve email

Automatic address book entries

RSS News Aggregator

User defined signatures

Auto address completion

Audio alerts when messages arrive

Right click and drop down menus

Preview pane

Includes web server

Compatible with any IMAP server

### **1.3 Market Description**

For the purposes of this analysis, the following general web mail market description is used:

This market includes customers in small-medium businesses and large corporations. The small-medium business users and large corporations alike will need VisNetic Oddpost to host their own web mail application for internal and external access to email hosted on their local systems.

## **2. COMPETITION IDENTIFICATION**

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

The following potential VisNetic Oddpost competitors have been identified:

- @Mail WebMail
- Web Mail from Netwin
- iNetMail
- EMU WebMail
- WebMail ASP
- W3Mail
- Mintersoft Webmail

### 3. APPENDIX A: CORE COMPETITORS

#### 3.1 @Mail WebMail System

<b>Company</b>	CalaCode.com
<b>Address</b>	600 17th Street, Suite 2800, Denver, CO 80202, USA
<b>Phone</b>	+1 208 964 6245
<b>URL</b>	<a href="http://www.webbasedemail.com/index.ehtml">http://www.webbasedemail.com/index.ehtml</a>
<b>Email</b>	<a href="mailto:info@CalaCode.com">info@CalaCode.com</a>
<b>Exposure</b>	<a href="#">Client List</a>
<b>Distribution</b>	ESD
<b>License Sizes</b>	Customisable – Pricing is dependant on # of users, domains, email server included or not, etc.
<b>Price Range</b>	Base product, 1-domain, 10-users: \$300. Base product, 1-domain, Unlimited Users: \$2250
<b>Support Policies</b>	Free Online Support and Email. Telephone and On-Site are paid.
<b>Requirements</b>	Perl 5, IIS or Apache, All Unix, WinNT, 2K and XP.
<b>Attributes</b>	Optional Email Server included, source code is available, Supports POP3, IMAP and SQL email protocols, optional antivirus support, web admin, scheduler and task utility, group address book and calendar, multilingual versions available, supports multiple domains – fee based, supports flat-file or SQL database backend, folder management, email filters for spam. Interface has a great deal of options, consequently seeming quite cluttered. They target schools quite heavily.
<b>Trial Version Available</b>	Yes (30-day trial)

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### 3.2 WebMail

<b>Company</b>	Netwin
<b>Address</b>	NetWin Ltd, PO Box 27574, Mt Roskill, Auckland, New Zealand
<b>Phone</b>	Not posted
<b>URL</b>	<a href="http://netwinsite.com/webmail/index.htm">http://netwinsite.com/webmail/index.htm</a>
<b>Email</b>	<a href="mailto:sales@netwinsite.com">sales@netwinsite.com</a>
<b>Exposure</b>	None
<b>Distribution</b>	ESD
<b>License Sizes</b>	One size fits all.
<b>Price Range</b>	\$485
<b>Support Policies</b>	Email and Online support is free; phone support is available at the super low price of \$2,995 a year.
<b>Requirements</b>	WinNT and Unix; POP3, SMTP, IMAP Server
<b>Attributes</b>	Uses IMAP, POP3 and SMTP, supports multiple domains, customisable, spell checker, distribution lists, private and shared address books, periodically checks for messages - with sounds, doesn't include its own mail server. Interface is lacklustre, in fact it's quite odd...most likely would require training and significant adjustment.
<b>Trial Version Available</b>	Free 30 day trial

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**3.3 iNETMail**

<b>Company</b>	ConsultCommerce
<b>Address</b>	6055 Lehman Dr. Suite 105 Colorado Springs, CO 80918
<b>Phone</b>	719 268 6686
<b>URL</b>	<a href="http://www.inetmailonline.com/">http://www.inetmailonline.com/</a>
<b>Email</b>	<a href="mailto:sales@consultcommerce.com">sales@consultcommerce.com</a>
<b>Exposure</b>	None
<b>Distribution</b>	ESD
<b>License Sizes</b>	One size fits all.
<b>Price Range</b>	\$399
<b>Support Policies</b>	Fairly limited. Support is available through FAQs and a message board...and that's about it.
<b>Requirements</b>	Windows NT and 2K, SMTP server and IIS, ZAKs POP3 Active X, ASP Upload Active X.
<b>Features</b>	Very basic program. Preview pane, spell checker, can send and receive attachments...that's about it. The interface is easy to use, but extremely limited functionality.
<b>Trial Version Available</b>	Evaluation – 30 days

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### 3.4 EMU WebMail

<b>Company</b>	EMUMail Inc.
<b>Address</b>	41 Mason Terrace Brookline, MA 02446
<b>Phone</b>	1.860.429.5741
<b>URL</b>	<a href="http://www.emumail.com/solutions/webmail/">http://www.emumail.com/solutions/webmail/</a>
<b>Email</b>	Via web forums
<b>Exposure</b>	None Available.
<b>Distribution</b>	ESD
<b>License Sizes</b>	Lite, Small Business, Corporate, Service Provider, Educational
<b>Price Range</b>	Lite - \$750, Small Business - \$750, Corporate - \$1995, Service Provider - \$3500, Educational 20% off
<b>Support Policies</b>	Documentation, Free email via web forms, phone is paid through contracts
<b>Requirements</b>	Windows, Unix, Red Hat Linux, SUN Cobalt RAQ, web Server with CGI and Perl, SMTP and IMAP or POP3 server
<b>Attributes</b>	Allows for SSL encryption, skinnable, Free WebCalendar software (separate install) with purchase. Multiple domain support. Address book. Multilingual, folder creation, black hole lists, spell checker. Software is positioned quite effectively as "Outlook or Eudora replacement," though the interface is quite dissimilar.
<b>Trial Version Available</b>	Yes, unsure of evaluation duration.

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### 3.5 Webmail ASP

<b>Company</b>	WebmailASP.net
<b>Address</b>	Not Available
<b>Phone</b>	Not Available
<b>URL</b>	<a href="http://www.webmailasp.net/">http://www.webmailasp.net/</a>
<b>Email</b>	Web Forms
<b>Exposure</b>	Not Available
<b>Distribution</b>	ESD
<b>License Sizes</b>	<p>"Regular" license supports up to 100 users and 1 domain.</p> <p>"Supplemental" license supports unlimited users and 1 domain</p> <p>100 + user sites require a "Regular" AND a "Supplemental" purchase. Likewise, multiple domains require multiple "Regular" purchases.</p>
<b>Price Range</b>	<p>Regular license: \$42</p> <p>Supplemental license: \$55</p>
<b>Support Policies</b>	Email and Online Documentation
<b>Requirements</b>	Windows NT, 2K, JMail Professional (Dimac) or ASPMail+ASPPOP3, file and database access permissions
<b>Attributes</b>	Customisable, uses POP3, Automatic refresh / message retrieval, preview pane, folder creation, contact books, rename message subject. Interface is somewhat similar to ours. Using the Online demo, performance is terribly SLOW.
<b>Trial Version Available</b>	Not Available.

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### 3.6 W3Mail

<b>Company</b>	Cascadesoft
<b>Address</b>	Eugene, Oregon
<b>Phone</b>	Not Available
<b>URL</b>	<a href="http://www.cascadesoft.com/">http://www.cascadesoft.com/</a>
<b>Email</b>	sales@cascadesoft.com
<b>Exposure</b>	Not listed.
<b>Distribution</b>	ESD
<b>License Sizes</b>	One size fits all
<b>Price Range</b>	\$199 – Product & 1 month of Support.
<b>Support Policies</b>	Phone support offered as option included in software purchase price, as well as installation support and remote installation support – per incident.
<b>Requirements</b>	Windows NT or Unix, a web server and various Perl modules, it appears to require a POP3/SMTP server as well, but sys. requirements are unclear
<b>Attributes</b>	Uses POP3 and SMTP, Address book, customisable source code, uses minimal sys. resources, written in Perl, folder creation. Fairly basic product with limited features and simple interface.
<b>Trial Version Available</b>	Yes – 30 day trial period

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### 3.7 MinterSoft WebMail – Visual Office

<b>Company</b>	MinterSoft
<b>Address</b>	152 Madison Avenue, Suite 1104 New York, NY (10016)
<b>Phone</b>	(212) 386-5530
<b>URL</b>	<a href="http://www.mintersoft.com/prod_webmail.shtml">http://www.mintersoft.com/prod_webmail.shtml</a>
<b>Email</b>	info@mintersoft.com
<b>Exposure</b>	Not listed.
<b>Distribution</b>	ESD
<b>License Sizes</b>	WebMail is included in all 3 versions of Visual Office: Standard, Pro and Enterprise. The Standard version is purely messaging based, while Pro and Enterprise include calendaring, file storing, instant messaging, etc. Because the Standard version is closest to VisNetic Mail, that is the version that will be reviewed. Find version differences explained <a href="#">here</a> . User sizes for all 3 versions range from 50 users through Unlimited.
<b>Price Range</b>	50 user: \$495 – Unlimited User: \$4995
<b>Support Policies</b>	Email and Online resources are Free, Phone support is offered through various contract options, all paid.
<b>Platforms</b>	Windows 2000, 2003, XP, Linux, Solaris.
<b>Attributes</b>	Supports IMAP, POP3 and SMTP. Each message includes the ability to add address to white list, black list, etc., user definable folders, spell checker, user definable background image, background color, background sound, fonts, colors, margins, default message, some spam filtering – undefined technology, address book, customisable, supports multiple domains, multilingual support, Support for Web-browser, WAP, PDA, iMode and WebTV devices, RSS support. Feature rich app., to the point of being cluttered. Lacking in overall usability.
<b>Trial Version Available</b>	Yes – 30 day trial period

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**4. APPENDIX A: FEATURE COMPARISON CHART**

<b>Features</b>	<b>VisNetic Oddpost</b>	<b>@Mail</b>	<b>WebMail from Netwin</b>	<b>INET Mail</b>	<b>EMU WebMail</b>	<b>WebMail ASP</b>	<b>W3 Mail</b>	<b>WebMail from Mintersoft</b>
Desktop Appearance and Usability	X							
Calendaring	X	X			X			X
Folder Creation	X	X	X		X	X	X	X
RSS News Aggregation	X							X
Address Book	X	X	X		X	X	X	X
Spell Checker	X	X	X	X	X	X	X	X
Oddpost Technology Ported to Win32	X							
Capable of Replacing Email Client; e.g., Outlook	X							

**4. APPENDIX B: PRICE COMPARISON CHART**

<b>Program</b>	<b>Minimum Price</b>	<b>Maximum Price</b>
VisNetic Oddpost	\$165	\$1,999
@Mail	\$300	\$2250
WebMail from Netwin	\$485	\$485
INETmail	\$399	\$399
EMU WebMail	\$750	\$3500
WebMail ASP	\$42	\$97
W3Mail	\$199	\$199
WebMail from Mintersoft	\$495	\$4995

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