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COMPETITIVE ANALYSIS: VisNetic Oddpost

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Table of Contents

1. INTRODUCTION	2
1.1 Executive Summary	2
1.2 Product Definition	2
1.3 Market Description	2
2. COMPETITION IDENTIFICATION	3
3. APPENDIX A: CORE COMPETITORS	4
3.1 @Mail	5
3.2 WebMail from Netwin	6
3.3 iNETMail	7
3.4 EMU WebMail	8
3.5 Webmail ASP	9
3.6 W3Mail	10
3.7 WebMail from Mintersoft	11
4. APPENDIX B: PRICE COMPARISON CHART	12

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

Company	CalaCode.com
Address	600 17th Street, Suite 2800, Denver, CO 80202, USA
Phone	+1 208 964 6245
URL	http://www.webbasedemail.com/index.ehtml
Email	info@CalaCode.com
Exposure	Client List
Distribution	ESD
License Sizes	Customisable – Pricing is dependant on # of users, domains, email server included or not, etc.
Price Range	Base product, 1-domain, 10-users: \$300. Base product, 1-domain, Unlimited Users: \$2250
Support Policies	Free Online Support and Email. Telephone and On-Site are paid.
Requirements	Perl 5, IIS or Apache, All Unix, WinNT, 2K and XP.
Attributes	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.
Trial Version Available	Yes (30-day trial)

Back To To

3.2 WebMail

Company	Netwin
Address	NetWin Ltd, PO Box 27574, Mt Roskill, Auckland, New Zealand
Phone	Not posted
URL	http://netwinsite.com/webmail/index.htm
Email	sales@netwinsite.com
Exposure	None
Distribution	ESD
License Sizes	One size fits all.
Price Range	\$485
Support Policies	Email and Online support is free; phone support is available at the super low price of \$2,995 a year.
Requirements	WinNT and Unix; POP3, SMTP, IMAP Server
Attributes	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.
Trial Version Available	Free 30 day trial

[Back To Top](#)

3.3 iNETMail

Company	ConsultCommerce
Address	6055 Lehman Dr. Suite 105 Colorado Springs, CO 80918
Phone	719 268 6686
URL	http://www.inetmailonline.com/
Email	sales@consultcommerce.com
Exposure	None
Distribution	ESD
License Sizes	One size fits all.
Price Range	\$399
Support Policies	Fairly limited. Support is available through FAQs and a message board...and that's about it.
Requirements	Windows NT and 2K, SMTP server and IIS, ZAKs POP3 Active X, ASP Upload Active X.
Features	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.
Trial Version Available	Evaluation – 30 days

[Back To Top](#)

3.4 EMU WebMail

Company	EMUMail Inc.
Address	41 Mason Terrace Brookline, MA 02446
Phone	1.860.429.5741
URL	http://www.emumail.com/solutions/webmail/
Email	Via web forums
Exposure	None Available.
Distribution	ESD
License Sizes	Lite, Small Business, Corporate, Service Provider, Educational
Price Range	Lite - \$750, Small Business - \$750, Corporate - \$1995, Service Provider - \$3500, Educational 20% off
Support Policies	Documentation, Free email via web forms, phone is paid through contracts
Requirements	Windows, Unix, Red Hat Linux, SUN Cobalt RAQ, web Server with CGI and Perl, SMTP and IMAP or POP3 server
Attributes	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.
Trial Version Available	Yes, unsure of evaluation duration.

[Back To Top](#)

3.5 Webmail ASP

Company	WebmailASP.net
Address	Not Available
Phone	Not Available
URL	http://www.webmailasp.net/
Email	Web Forms
Exposure	Not Available
Distribution	ESD
License Sizes	<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>
Price Range	<p>Regular license: \$42</p> <p>Supplemental license: \$55</p>
Support Policies	Email and Online Documentation
Requirements	Windows NT, 2K, JMail Professional (Dimac) or ASPMail+ASPPOP3, file and database access permissions
Attributes	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.
Trial Version Available	Not Available.

[Back To Top](#)

3.6 W3Mail

Company	Cascadesoft
Address	Eugene, Oregon
Phone	Not Available
URL	http://www.cascadesoft.com/
Email	sales@cascadesoft.com
Exposure	Not listed.
Distribution	ESD
License Sizes	One size fits all
Price Range	\$199 – Product & 1 month of Support.
Support Policies	Phone support offered as option included in software purchase price, as well as installation support and remote installation support – per incident.
Requirements	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
Attributes	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.
Trial Version Available	Yes – 30 day trial period

[Back To Top](#)

3.7 MinterSoft WebMail – Visual Office

Company	MinterSoft
Address	152 Madison Avenue, Suite 1104 New York, NY (10016)
Phone	(212) 386-5530
URL	http://www.mintersoft.com/prod_webmail.shtml
Email	info@mintersoft.com
Exposure	Not listed.
Distribution	ESD
License Sizes	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 here . User sizes for all 3 versions range from 50 users through Unlimited.
Price Range	50 user: \$495 – Unlimited User: \$4995
Support Policies	Email and Online resources are Free, Phone support is offered through various contract options, all paid.
Platforms	Windows 2000, 2003, XP, Linux, Solaris.
Attributes	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.
Trial Version Available	Yes – 30 day trial period

[Back To Top](#)

4. APPENDIX A: FEATURE COMPARISON CHART

Features	VisNetic Oddpost	@Mail	WebMail from Netwin	INET Mail	EMU WebMail	WebMail ASP	W3 Mail	WebMail from Mintersoft
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

Program	Minimum Price	Maximum Price
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

[Back To Top](#)