

# Zimbra™ Collaboration Suite & Microsoft Exchange 2007: Cost-Benefit Session

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Food for the Hungry



# Zimbra Snapshot

## Next-Generation Messaging and Collaboration

- Mail, Address Book, Calendar, Mobility, Web Documents/Wiki, VoIP, RSS, Mash-ups, Search, Sharing, Web services, ...

## What Makes Us Different?

- Innovation - low TCO multi-tenant administration + rich productivity
- SaaS "ready" - multi-tenancy, delegated admin, commodity hardware
- Open Source - transparency, community, extensibility
- Compatibility - investment protection, flexibility, application integration

## Market Validation:

- 9M+ mailboxes: consumer service providers, business hosting services, SMBs, EDU & Enterprise
- 1200+ direct customers in dozens of countries
- 10,000+ customers offered services through our hosting provider network

Partners:



Awards:





# Zimbra Adoption

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- Customer adoption: 50%+ growth past six quarters
- Deployed in 50+ countries around the world
- Utilized by 12+ industry verticals
- Relatively even split across organization sizes (SMB, SME, large ENT/EDU/Gov/SP)

## Open Source Community Adoption

- 300,000+ OSS downloads to date
- ~10,000 community members
- 600-700 posts/day with 90% response rate



# Success Across a Range of Customer Segments

## SMB & SME



## EDU & GOV



## Large Enterprises



## Service Providers





# Integrated, Multi-Modal Messaging & Collaboration





# Platform Architecture, Robustness & Scale

	ZCS 4.5	Exchange 2007	Comments
<b>Platform Longevity</b>			<ul style="list-style-type: none"> <li>Zimbra has been around for ~4 yrs; ZCS released in late 2005</li> <li>Exchange been around for 10+ years</li> </ul>
<b>Platform Architecture</b>			<ul style="list-style-type: none"> <li>ZCS architecture designed ground-up based on new-age/web 2.0 paradigm &amp; trends</li> <li>Exchange core kernel, designed in early 1990s is not modular, and cannot easily adapt</li> </ul>
<b>Platform Robustness</b>			<ul style="list-style-type: none"> <li>ZCS leverages more robust underlying operating environment &amp; proven components</li> <li>Reliability and uptime issues plague Exchange users (avg downtime of 4 hours/month)</li> </ul>
<b>Platform Scalability</b>			<ul style="list-style-type: none"> <li>ZCS scales to millions of users and gigabyte mailboxes in production environments</li> <li>Exchange architecture limiting; difficult to scale to GB mailboxes w/o significant hardware, training</li> </ul>
<b>Company Financial Situation</b>			<ul style="list-style-type: none"> <li>Microsoft market cap = 273B</li> <li>Zimbra market cap = millions of happy users 😊</li> </ul>

Key = Low = Medium = High



# Basic Messaging Feature Set

	ZCS 4.5	Exchange 2007	Comments
<b>Integrated Calendaring, Mail, Contacts</b>			<ul style="list-style-type: none"> <li>Support for email, calendaring &amp; contacts</li> <li>ZCS also offers web mash-ups (Zimlets) based integration for improved productivity</li> </ul>
<b>Integrated anti-abuse</b>			<ul style="list-style-type: none"> <li>ZCS integrated with proven Spam Assassin &amp; ClamAV solutions</li> <li>Exchange offers EHF and in-house anti-spam/virus solutions that are yet to be proven</li> </ul>
<b>End-User Rich Web Access</b>			<ul style="list-style-type: none"> <li>Ajax (rich) web client access</li> <li>Tagging (categories), flagging, basic search</li> <li>ZCS: Keyboard Navigation, advanced search</li> <li>ZCS: Zimlets, "Rich" HTML client access</li> </ul>
<b>Admin Tools</b>			<ul style="list-style-type: none"> <li>Command-line tools, SOAP API access</li> <li>ZCS: Web-based any place/any time access</li> </ul>
<b>Mobile Devices Support</b>			<ul style="list-style-type: none"> <li>Windows Mobile devices, Palm Treo, Symbian, Blackberry handsets</li> <li>ZCS: iPhone (Mobile Client via XHTML)</li> <li>ZCS: J2ME native client coming soon</li> </ul>

<b>Key</b>	= Low	= Medium	= High
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# Next Gen Collaboration Feature Set

	ZCS 4.5	Exchange 2007	Comments
<b>Unified Messaging</b>			<ul style="list-style-type: none"> <li>• Single inbox, Voicemail, VoIP access</li> <li>• Exchange: TUI access to mailbox using TTS</li> </ul>
<b>Web Services Framework &amp; Mash-ups</b>			<ul style="list-style-type: none"> <li>• Basic SOAP API for server access</li> <li>• ZCS: Web services framework (zSync) for client access</li> <li>• ZCS: Web Mash-ups framework (Zimlets) to integrate 3<sup>rd</sup> party enterprise apps</li> </ul>
<b>Indexing &amp; Search</b>			<ul style="list-style-type: none"> <li>▪ Index &amp; facilitate search of message subject, body and MS Office attachments</li> <li>▪ ZCS: Index, search and render in browser over 200 different attachment types</li> <li>▪ ZCS: Syntactic &amp; visual search options</li> </ul>
<b>Integrated IM/Presence &amp; Documents</b>			<ul style="list-style-type: none"> <li>▪ ZCS: Built-in Instant Messaging, cross-application presence (XMPP) and Web documents (v5.0)</li> </ul>
<b>Sharing &amp; Collaboration</b>			<ul style="list-style-type: none"> <li>▪ Share mail, calendar and address book folders with internal users</li> <li>▪ ZCS: Share folders with external users or make them public</li> </ul>

<b>Key</b>	= Low	= Medium	= High
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# Multi-Modal Access

	ZCS 4.5	Exchange 2007	Comments	
<b>Outlook support (PC)</b>			<ul style="list-style-type: none"><li>• Exchange Native MAPI Service Provider</li><li>• Zimbra Native MAPI Service Provider</li></ul>	
<b>Apple Mail, iCal, iPhone (Mac)</b>			<ul style="list-style-type: none"><li>• ZCS: Supports Apple Mail, iCal, iPhone via IMAP and iSync as well as Sync Services</li></ul>	
<b>Web clients support</b>			<ul style="list-style-type: none"><li>▪ IE</li><li>▪ ZCS: Firefox, IE, Safari</li></ul>	
<b>Standards-based protocols (All)</b>			<ul style="list-style-type: none"><li>▪ IMAP4, POP3, ICS, CSV, vCARD</li><li>▪ ZCS: RSS/Atom, REST, CalDAV (beta)</li></ul>	
<b>Web Offline access (All)</b>			<ul style="list-style-type: none"><li>▪ Zimbra Desktop (Offline Web Access)</li></ul>	
<b>Key</b>		= Low	= Medium	= High



# Software License, New Releases & Support

Date	Customer Costs	Totals	Year 1	Year 2	Year 3	Year 4	Year 5
<b>WINDOWS SERVER 2003</b>							
Year 1	Windows Server 2003 (Enterprise Edition)	\$26,392	\$26,392				
Year 1	Windows Server User CAL	\$998,750	\$998,750				
Through Year 5	Software Assurance (Windows Server)	\$13,523	\$0	\$0	\$4,508	\$4,508	\$4,508
Through Year 5	Software Assurance (User CAL)	\$523,125	\$0	\$0	\$174,375	\$174,375	\$174,375
	Total License & Software Assurance (Windows Server)	\$1,561,790	\$1,025,142	\$0	\$178,883	\$178,883	\$178,883
Through Year 5	Premium Support (included in SA)	\$0	\$0	\$0	\$0	\$0	\$0
	<b>Total Windows Server License &amp; Support</b>	<b>\$1,561,790</b>					
<b>EXCHANGE SERVER 2007</b>							
Year 1	Exchange Server 2007 (Enterprise Edition)	\$42,400	\$42,400				
Year 1	Exchange Server (Standard CAL)	\$2,225,000	\$2,225,000				
Through Year 5	Software Assurance (Exchange Server)	\$23,899	\$0	\$0	\$7,900	\$7,900	\$7,900
Through Year 5	Software Assurance (Exchange Standard CAL)	\$635,625	\$0	\$0	\$211,875	\$211,875	\$211,875
	Total License & Software Assurance (Exchange Server)	\$2,926,724	\$2,267,400	\$0	\$219,775	\$219,775	\$219,775
Through Year 5	Premium Support (included in SA)	\$0	\$0	\$0	\$0	\$0	\$0
	<b>Total Exchange &amp; Support Investment</b>	<b>\$2,926,724</b>					
<b>SPAM &amp; VIRUS PROTECTION</b>							
Through Nov-09	Barracuda Spam Firewall 800	\$29,000					
	<b>Total Microsoft Solution Software License &amp; Support</b>	<b>\$4,517,514</b>					
<b>Customer gets ZCS latest version for free (must pay for SA &amp; Support separately)</b>							
	<b>Total Zimbra Solution Software License &amp; Support</b>	<b>\$2,624,950</b>					
Date	Customer Costs of procuring ZCS instead	Totals	Year 1	Year 2	Year 3	Year 4	Year 5
<b>LINUX SERVER (REDHAT)</b>							
Through Year 5	License, "Software Assurance" & Premium Support	\$124,950	\$24,990	\$24,990	\$24,990	\$24,990	\$24,990
	<b>Total Linux Server License &amp; Support</b>	<b>\$124,950</b>					
<b>ZIMBRA SERVER</b>							
Through Year 5	License, "Software Assurance" & Support <i>(includes server and client license, software assurance, premium support and enterprise features)</i>	\$2,500,000	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000
	<b>Total Software &amp; Support Investment</b>	<b>\$2,500,000</b>					
	<b>Total Zimbra Solution Software License &amp; Support</b>	<b>\$2,624,950</b>					

Windows Server approx 35% of total Microsoft software cost

Total Microsoft software costs 72% more than Zimbra



# Servers & Storage

Servers & Storage Costs	Units	Description	Total
<b>Microsoft Solution</b>			
Servers (incl 3-yrs Basic support)	8	8 Mailbox Servers (Dell PE 2950)	43,608
Storage (incl 3-yrs Gold Enterprise support) - E-CX3-80 (FC, 73GB, 15K RPM)	255	Fiber Channel - No HSM	420,843
			464,451

Exchange Sizing: No FE (OWA) server, no blackberry server, no separate domain controller or active directory box, no recovery storage group storage buffer, no public folder database

Hardware & Storage Costs	Units	Description	Total
<b>Zimbra Solution</b>			
Servers (incl 3-yrs Basic support)	2 4 4	1+1 LDAP Master/Replica (Dell PE 860) 3+1 Mailbox Servers (Dell PE 1950) 2 MTAs & 2 AS/AV (Dell PE 1950)	30,716
Storage (incl 3-yrs Gold Enterprise support) - E-CX3-80 (FC x 146GB/300GB/500GB 15K RPM)	35 20	HSM - Primary HSM - Secondary	203,881
			234,597

Microsoft solution costs 42% more than Zimbra solution. Also Zimbra's modular architecture allows deployments to scale horizontally and vertically

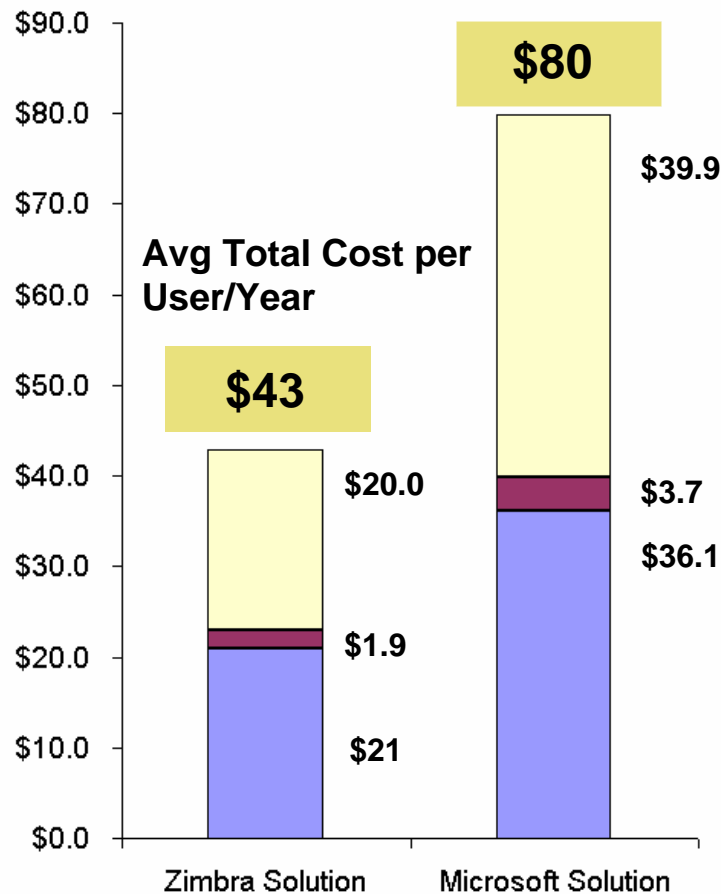
Microsoft solution storage costs are 106% more than Zimbra's. Better IO performance & built-in HSM in Zimbra allow customers to utilize & organize storage cost-effectively

\* 3 years of support (and not 5) included in above numbers



# Acquisition, Support & Administration Costs

**Zimbra Delivers 46% Savings or \$4.6M over a Five Year Period**

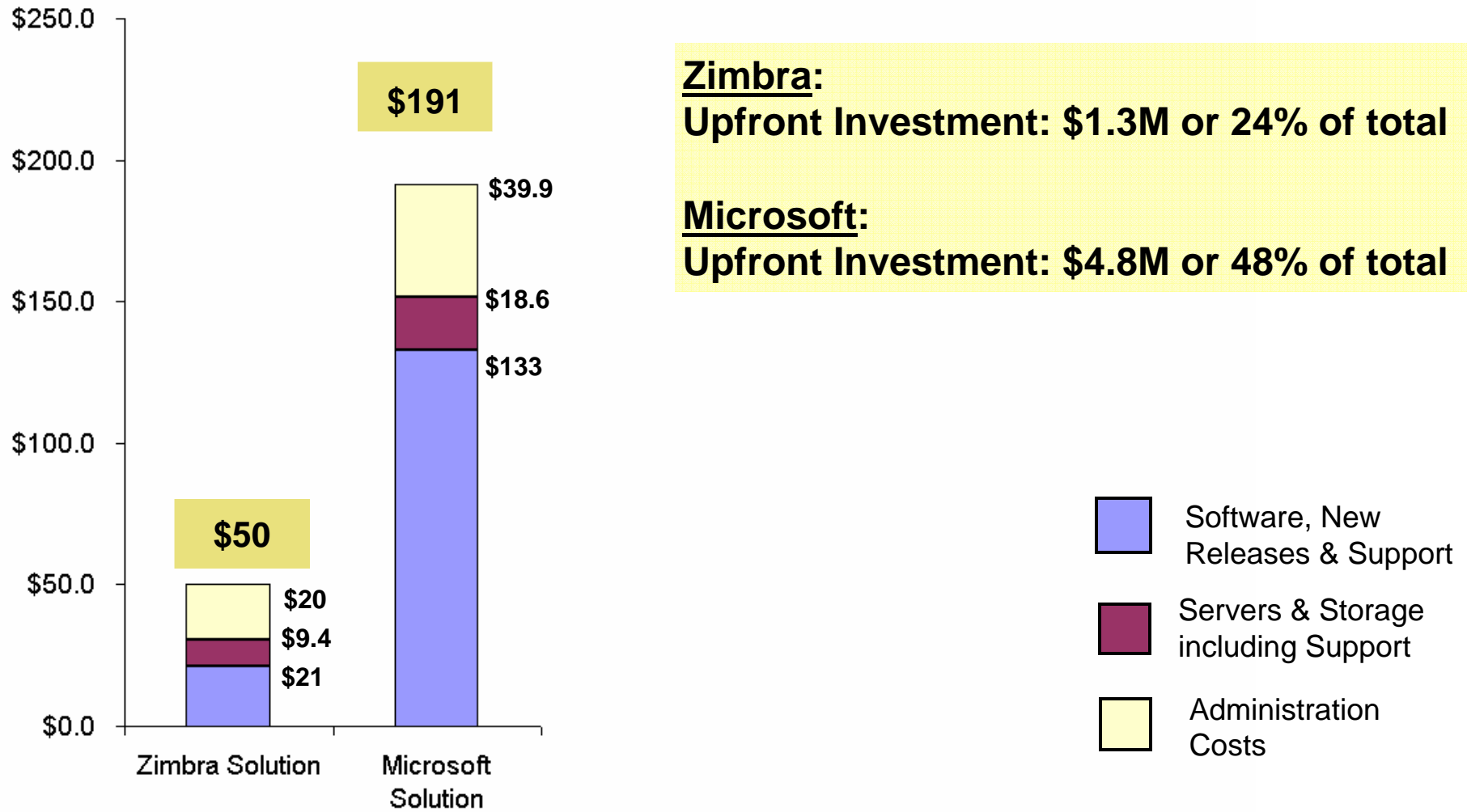


Zimbra TCO Savings	
Software, New Releases & Support	42%
Servers & Storage including Support	49%
Administration Costs	50%
<b>TOTAL</b>	<b>46%</b>

Source: Administration costs based on report from Radicati Group and Zimbra customers.

# Comparison of Upfront Costs (Year 1 Commit)

**Subscription-based Licensing & Support Model & Lower Hardware Requirements Significantly Reduces Upfront Costs & Investment Risk**





# ZCS Builds on A Strong Open Source Foundation

## Zimbra Packaging includes



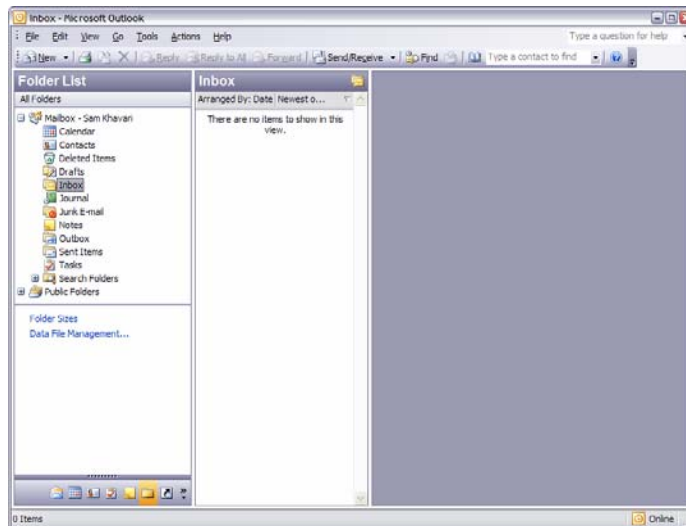
## Server Operating Systems Available:





# Native MAPI Provider

Microsoft



Exchange MAPI Provider

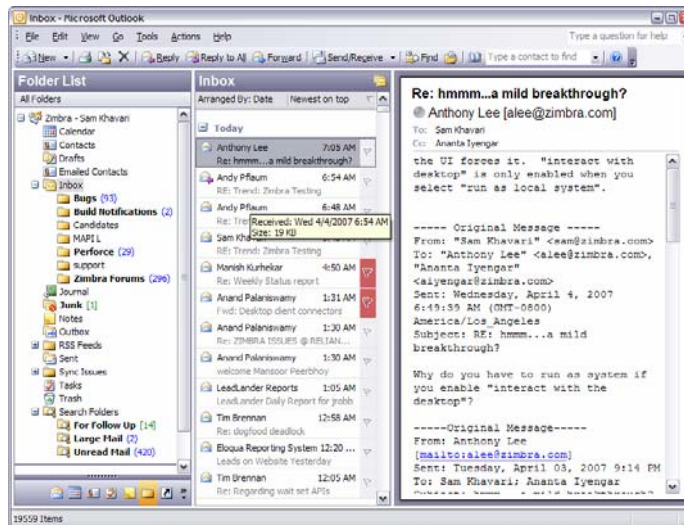
Exchange Server

- Native MAPI Service Provider
- 90% Outlook/Exchange experience
- 120% Outlook/<X> experience
- Cached Mode (offline, including GAL)
- Delegation+
- Contacts, Calendar, Mail, Tasks
- Outlook 2003 now
- Outlook 2007 Beta in weeks, GA Franklin\*



# Native MAPI Provider

Zimbra



Zimbra MAPI Provider

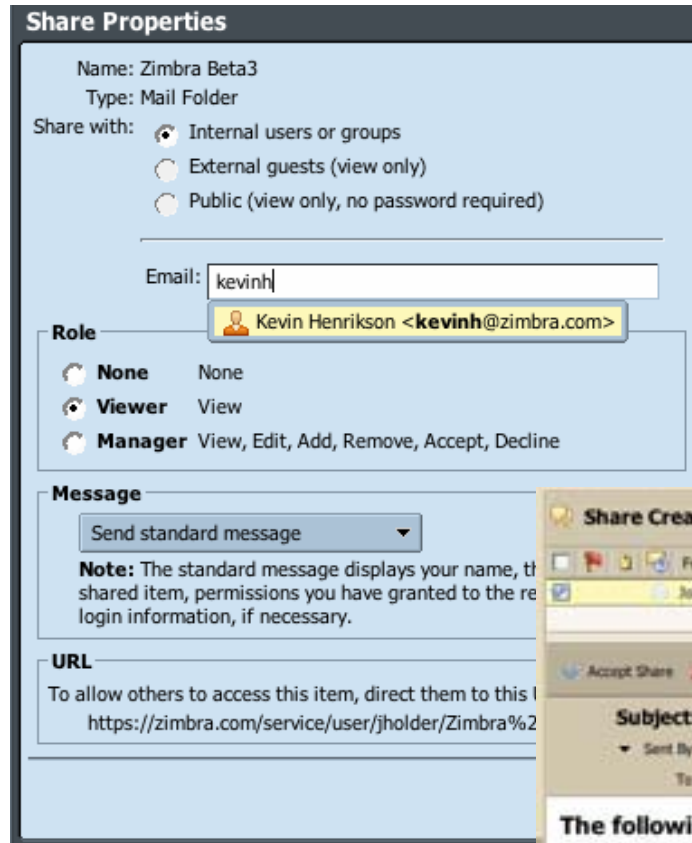
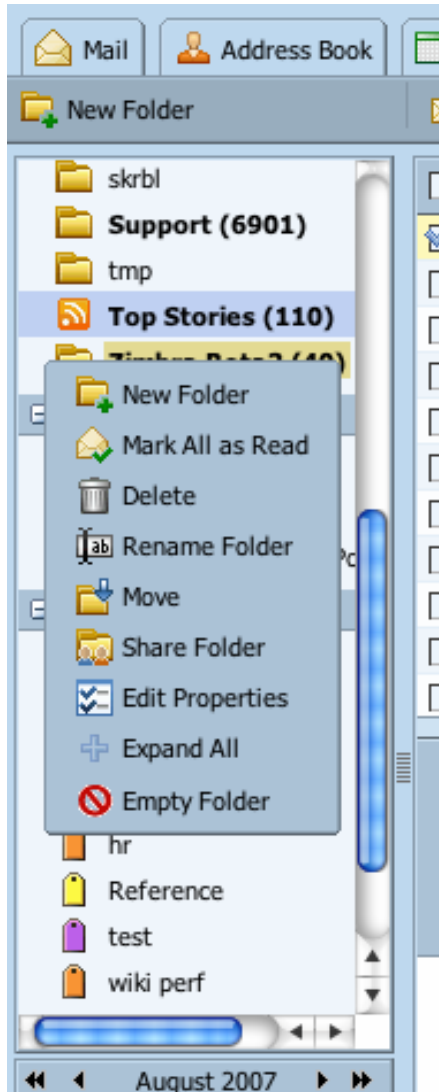
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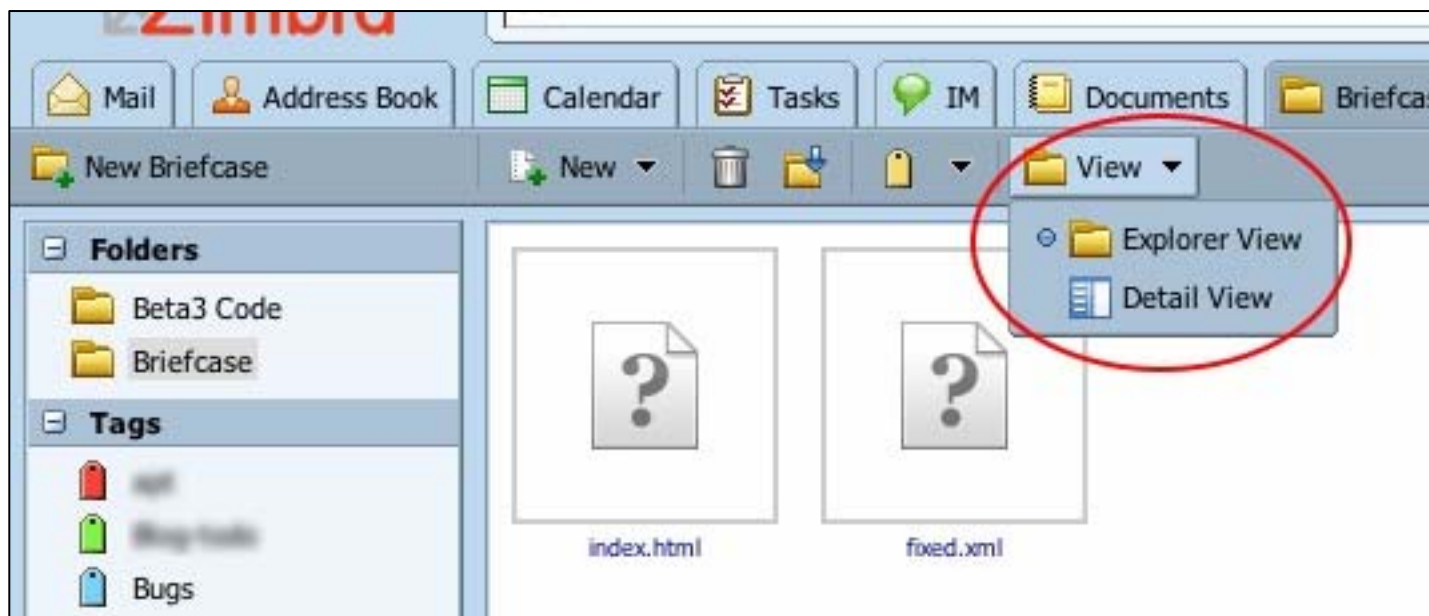
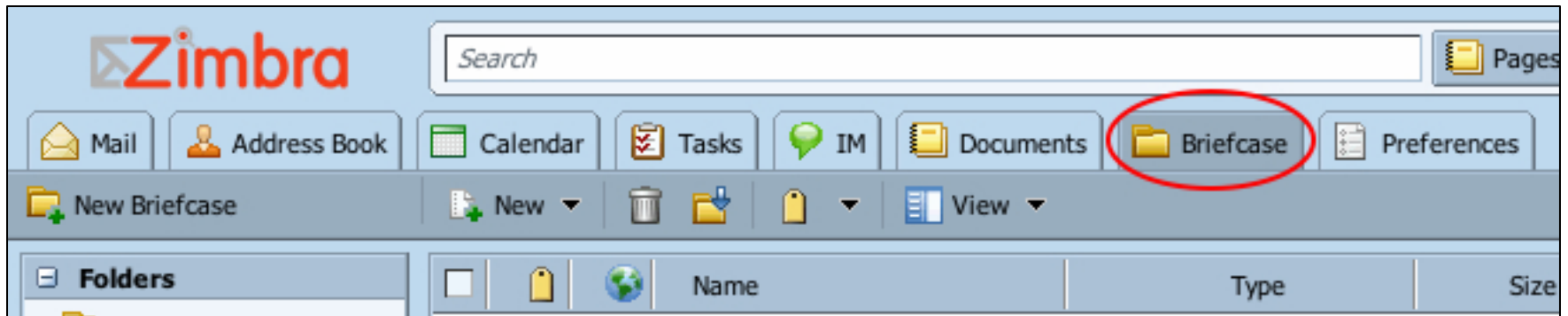


# Unifying Users' Communication Needs





# Unifying Users' Communication Needs





# Unifying Users' Communication Needs

The screenshot displays the Zimbra web interface with several overlapping windows. At the top, the Zimbra logo and navigation tabs (Mail, Address Book, Calendar, Chat, Documents [beta], Options) are visible. The user's name, Owen Williams, and quota information (140.2 MB of unlimited) are shown in the top right. A search bar is present in the top center.

The main content area is divided into several sections:

- Left Sidebar:** Contains navigation icons for Mail, Address Book, Calendar, Chat, Documents, and Options. Below these are folders for Primary (650), Voice Mail, Missed Calls, Answered Calls, Placed Calls, and Trash. There are also links to Kids (415) 335 and Office (650) 83.
- Recent:** A list of recent contacts including Kevin H, Roland, Parag, Conrad, and Dave Comfort.
- Zimbra:** A list of contacts including Kevin H, Roland, Parag, Conrad, and Dave Comfort.
- Contacts:** A list of contacts including Personal Contacts, Work Contacts, and Zimbra Contacts, with names like Satish Dharmaraj and Scott Dietzen.
- Calendar:** A calendar view for January 2007, showing dates from 1 to 31. The date 24 is highlighted in red.
- Chat Window:** A chat window titled "Tasks integration with exchange" showing a conversation between Greg A, roland.schemers, Dargahi, and Owen. The chat history includes messages about handling recurrence in tasks and creating a new instance when a task is completed.
- Lunchies? Window:** A chat window titled "Lunchies?" showing a conversation between Andy, Parag, and Conrad Damon. The chat history includes messages about lunch plans for Wednesday, January 24, 2007.

The bottom of the interface shows the time 8:47 AM.



# Web based Cross-Mailbox Discovery

Search

Addresses

- Accounts
- Aliases
- Distribution Lists
- Resources

Configuration

- Class of Service
- Domains
- Servers
- Zimlets
- Admin Extensions
- Global Settings

Monitoring

- Server Status
- Server Statistics

Tools

- Mail Queues
- Backups
- Search Mail

Run Search Close Help

**Search results**

*i* Cross mailbox search results are added to a target mailbox.

Target mailbox for search results:

Limit the number of messages returned by the search

Mail folder for results:

**Notification**

Send an email notification when search completes

**Archives**

Search mail archives (for accounts with enabled archiving)

Search live mail

**Accounts**

Search all accounts

Select accounts to search

**Search query**

Message query:





# Case Study: Food for the Hungry

Shawn Parrish  
Sr. Systems Administrator



# Food for the Hungry



Christian Non-Profit Relief and Development Organization

- [www.fh.org](http://www.fh.org)



Work in more than 29 developing countries. We provide disaster and emergency relief, and implement sustainable development programs to transform communities physically and spiritually.



2,000 staff in nearly all 24 time zones

Child Development

Church Development

Economic Development

Food Security

Health

HIV/AIDS

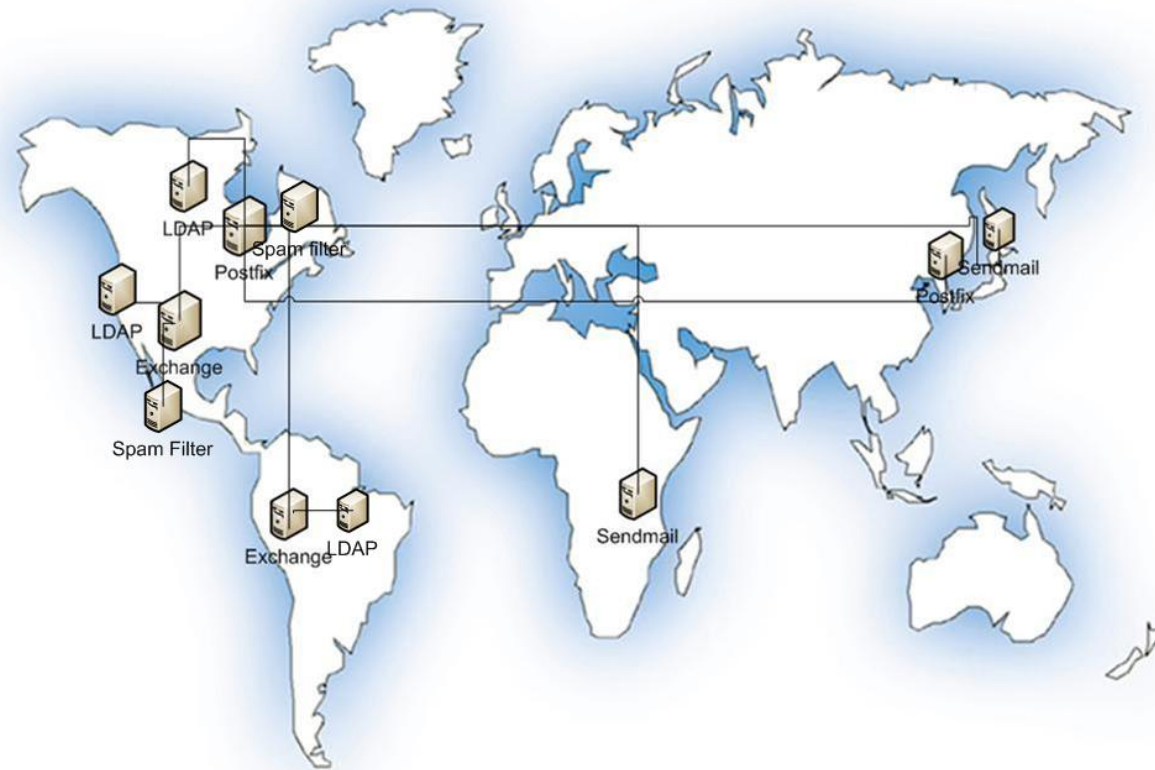
Water Development





## Previous Setup

7 geographically dispersed independent mail servers (Exchange, Hord/Postfix, Sendmail), 3 LDAPs, four TLDs.





## Current Setup One Zimbra server





1,700 Email Users in 29 countries

## Catalysts for Change

End user collaboration - Administration consolidation

## Requirements

Unified Global Address Book (GAL) that spans multiple domains

Unified free/busy calendaring

SSL/TLS on non-standard ports - country requirements

Diverse Mobile Device support outside the US

Simplified backup/restore

Robust and non-proprietary message store

Scaleable to 20,000+ users

Mailbox quotas visible to end users

Support various clients on various quality Internet connections (Outlook, Thunderbird, Web, Lite)

Good migration tools from current systems

Commercial Support



## Products reviewed

Exchange 2007: too difficult to administer & prone to corruption

Scalix

eGroupware: Poor interface

Zimbra: Zimlets won us over - link to our custom applications

## User Acceptance of Zimbra

Users love the web interface - 40% users switched from Outlook to exclusive use of the WebUI

Overlay calendars are perfect

Resource scheduling is so easy

Calendar sharing is so easy

Searching is ridiculously fast and includes attachments

## Admins Acceptance of Zimbra

Simple web-based administration

“Logs... we’ve got real logs”

Installation and upgrades are simple and fast

## Downside

Migration from Exchange: Users miss their notes, tasks, alerts, rules, colors.

Java loves RAM



# Zimbra Creates New Sources of Value

## Zimbra Collaboration Suite – Value Drivers

### Innovation



Innovative Web 2.0-based features and multi-modal access options provide a unified communication experience to end-users

### Collaboration



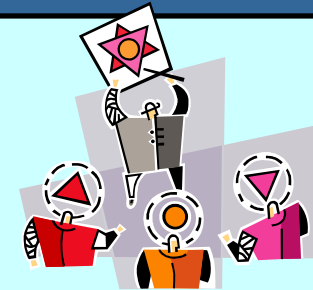
Collaborative experience accessible to users anyplace, anytime that store user data in the cloud reduces support costs

### Low Cost



Cost effective solution that leverages proven open source technologies and commodity hardware reduces overall TCO

### Integration



Zimlets-based integration with partner systems improves employee productivity and end-user experience



# Summary

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- Free 60-day Free Network Edition Trial  
[http://www.zimbra.com/products/download\\_network.html](http://www.zimbra.com/products/download_network.html)
- Request detailed comparison of ZCS & Exchange  
[http://www.zimbra.com/about/contact\\_us\\_form.html](http://www.zimbra.com/about/contact_us_form.html)
- Browse through ZCS Documentation  
<http://www.zimbra.com/products/documentation.html>
- Join the Zimbra Forums  
<http://www.zimbra.com/forums>
- Questions or Comments  
[sales@zimbra.com](mailto:sales@zimbra.com) [vkadakia@zimbra.com](mailto:vkadakia@zimbra.com)

# Thank you!

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