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OPEN·XCHANGE®

Open-Xchange – Solutions for the Open Cloud

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Vendor-driven Architectures and so-called "Standards"

- **IBM, Microsoft, Apple**
 - » Old school vendor lock-in
 - **Adobe, Google, Yahoo, Facebook**
 - » Internet-Age vendor lock-in
 - **RIM, Apple, Google, Microsoft**
 - » Mobile lock-in
 - **SAP, Salesforce, Oracle**
 - » Vertical Application lock-in
- Lock-in creates monopolies, Ultimately stagnation



Open Standards and Open Source made the Internet, and vice-versa

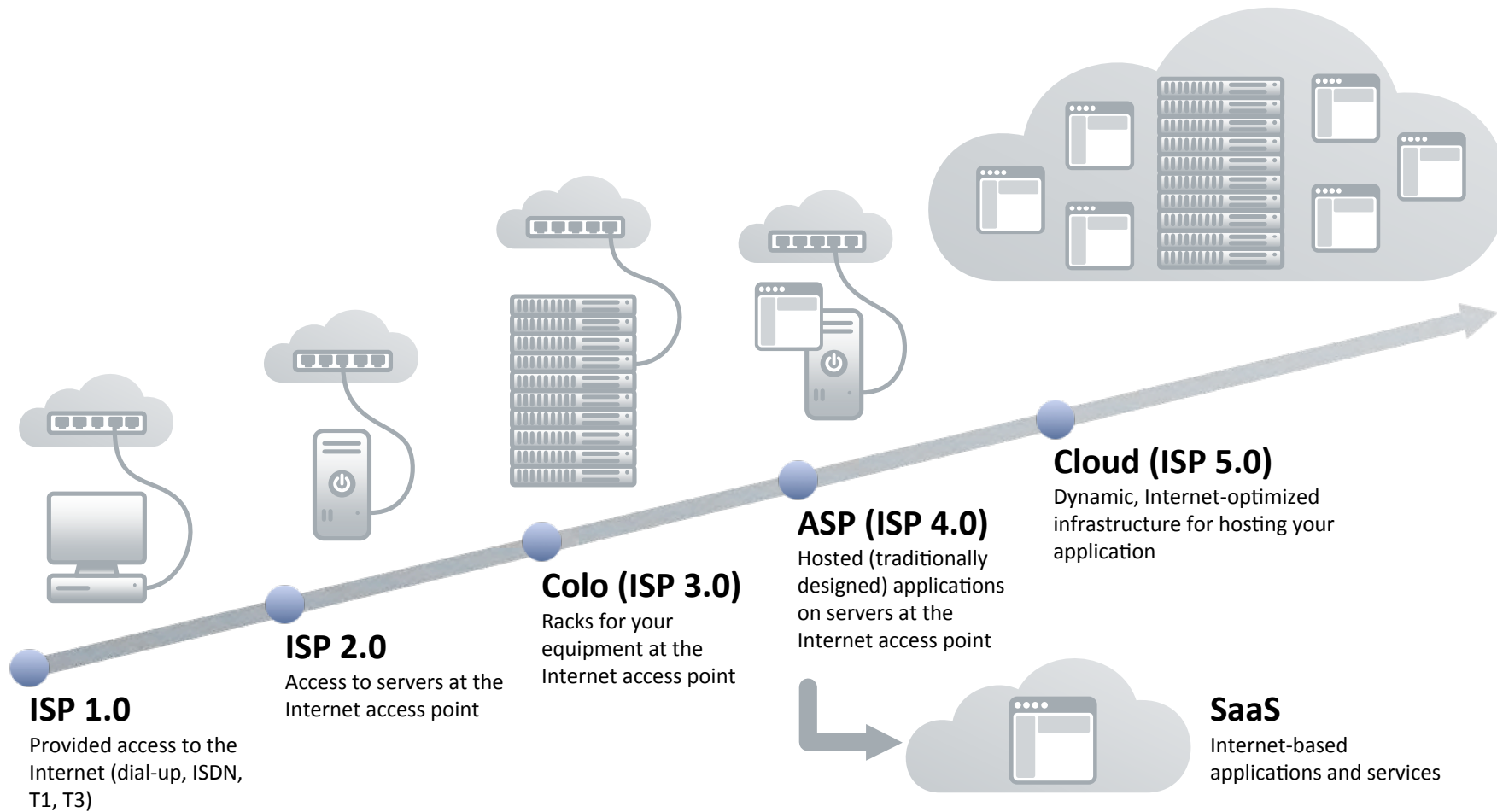


- **TCP/IP, HTTP, DNS, POP3, IMAP**
 - » and not Netbios, SNA, APPC, WinNS, MAPI
- **Linux, Apache, PHP, MySQL, JavaScript**
 - » and not Windows, IIS, C++/C#, Oracle DB, Java Applets

Result:
185 million web sites* and
1.6bn hosted email accounts**

* http://news.netcraft.com/archives/2009/01/16/january_2009_web_server_survey.html | ** Radicati Group, Hosting E-mail Market, 2008

Internet Technology enables Software as a Service/Cloud



Source: Forrester

Service Providers are SaaS pioneers also thanks to Open Source Software



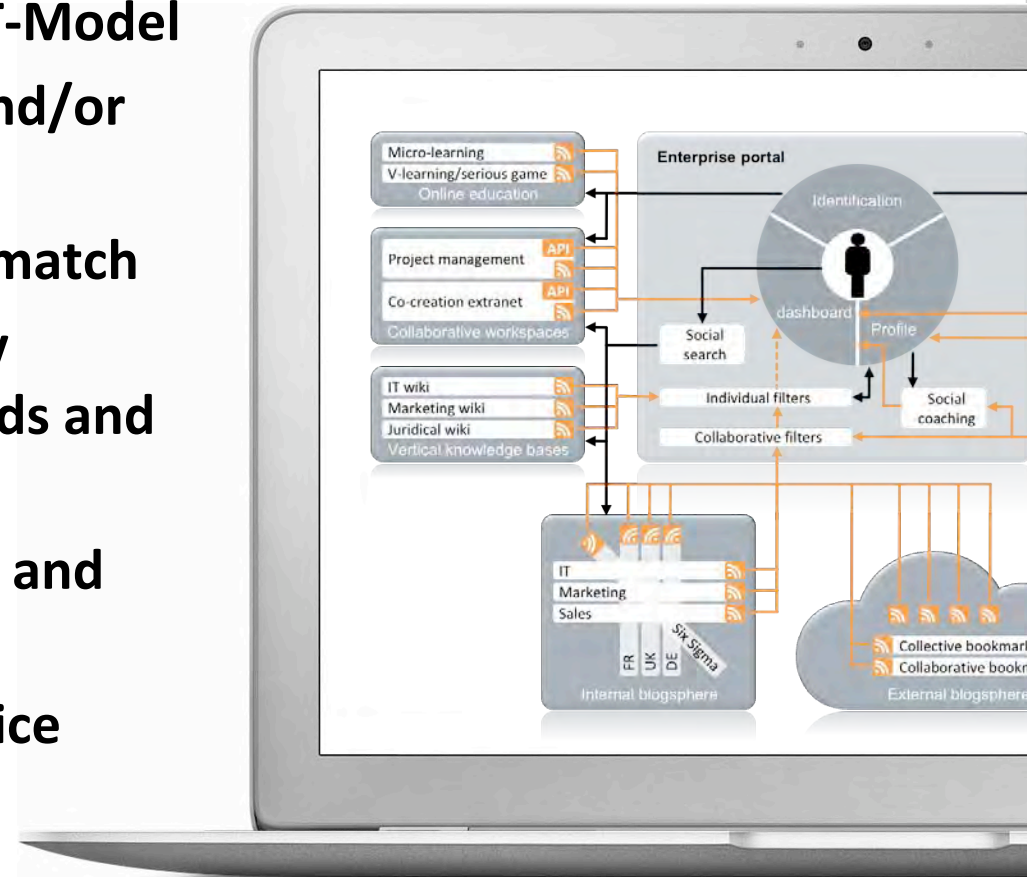
- **Used and extended Open Source Software to build and sell services**
 - » First SaaS offerings: eMail, Web, Hosting...
- **Started 10+ years ago already**
- **Developed own infrastructure on Open Source**
 - » Provisioning, Billing, Administration, Help-Desk, Services...
- **Have everything in place to make SaaS offerings successful, deliver on the Promise of Cloud computing**
 - » **Need to automate, automate, automate**



Edu, Gov, medium and large Enterprises can use Cloud architectures as a blueprint for internal IT



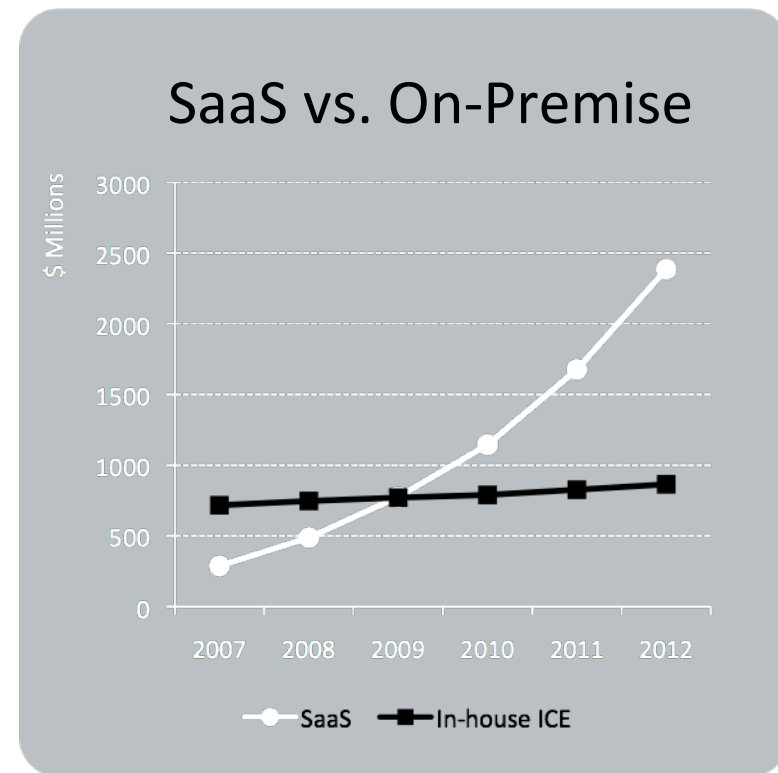
- **Adopt the Service Provider IT-Model**
- **“Use” services in the cloud and/or “become” their own cloud**
- **Move back and forth, mix & match**
- **Reduce cost by factor 5-10 by utilizing open source standards and Internet technologies**
- **Increase efficiency by system and process automation**
- **Mimic, become or use a Service Provider**



Messaging and Collaboration market: SaaS vs. On-Premise



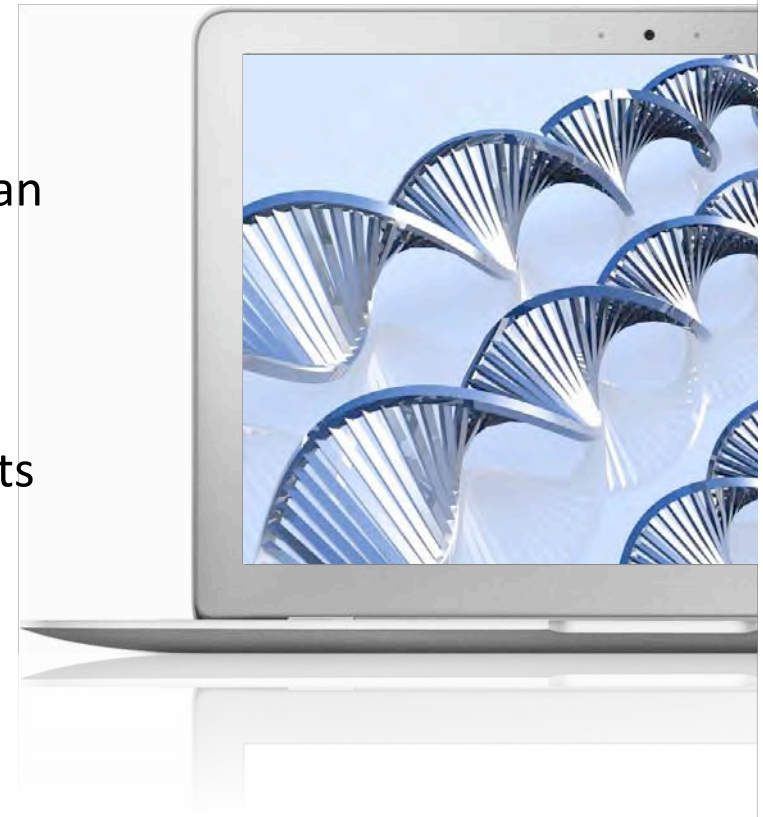
- **Mid-size and large enterprises** are forced to reduce cost significantly and add new features at the same time
- **As SaaS becomes dominant method** of application adoption in the market, the total addressable SaaS market will grow quickly to \$2.4B
- **y/y CAGR** is expected to be >35%
- **Drivers** include convenience, low price, availability of broadband, mobility, growth in devices, Web 2.0 technology, Open Source software, social networks, and unified messaging solutions (SMS, Instant Messaging, VoIP, GSM...)



Next Step I: Software and Internet merge to "SaaS" and Cloud Architectures



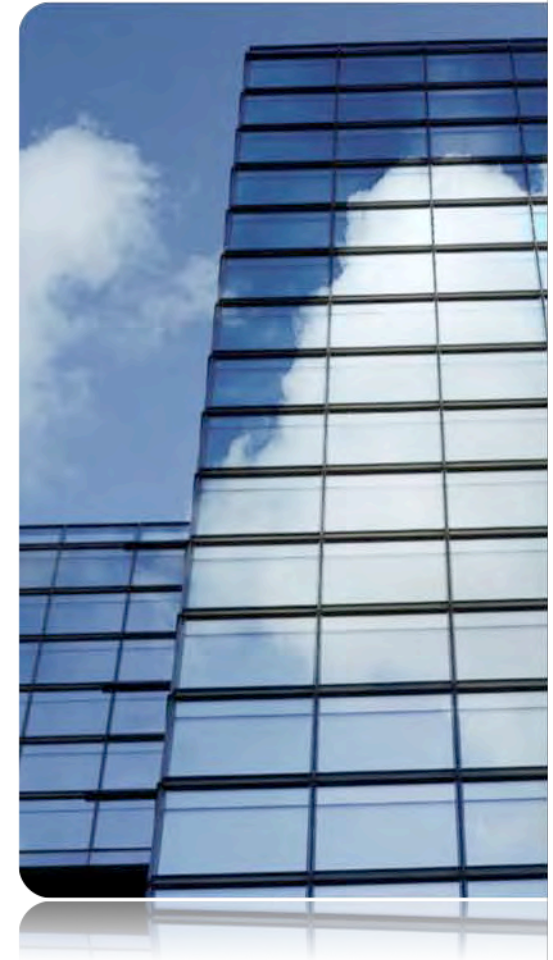
- **Software is much cheaper delivered as a Service**
 - » but needs SLA's
- **New players with no legacy:**
 - » Google, Amazon - just as proprietary with an "Open-Touch"
- **Open Source application makers in a good position for SaaS/same genes!**
 - » high integration, low resource requirements
- **Service Providers in a good position for SaaS/same genes!**
 - » Fully automation enables high margins on disruptive price points



Next Step II: Cloud Architectures rule



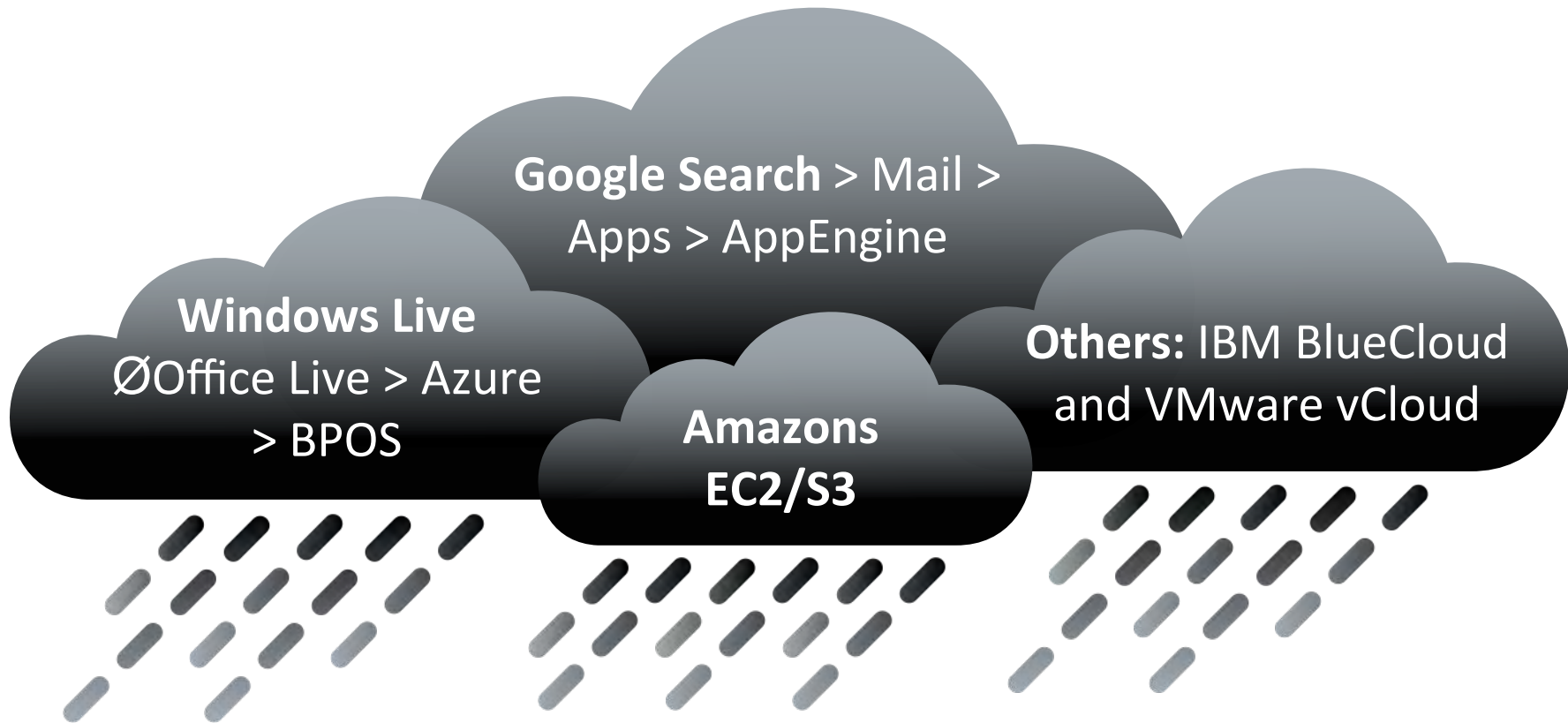
- **The Internet technologies are foundation of current Cloud technologies**
- **The Cloud architecture becomes the dominating architecture for IT**
- **Enterprises move away from vendor-dominated to Cloud architectures**
 - » Use Cloud/SaaS Services, "become" their own Cloud
 - » **But: Two Worlds colliding - Vendor meets the Open**



Dark clouds are passing by



The battle for control over the Cloud API has begun



- **With proprietary software no freedom over data-formats and cost**
- **With proprietary Cloud:** additionally losing control over the data/content
- **The closed Cloud is an extended Software monopoly**
 - » **Losing control ultimately means losing the customers**

**Worst case:
A Cloud Lock-in**



- The Cloud is opportunity and risk
- Should not become successor of proprietary vendor architectures
- A dominating proprietary Cloud architecture will make things worse
- The Open Cloud is available



- » **Enterprises, EDU, GOV:** Make cloud architectures and Service Providing your new principle, pick Open Cloud Applications only
- » **Service Providers:** Act now to compete with Google and MS

The main issue Open-Xchange is tackling



Users today are challenged by information overflow, especially by too many and too big emails – and now also Twitter, LinkedIn, FaceBook, MySpace, Meebo, Xing, RSS ...

- » Requires functions **beyond simple Email** to avoid information overflow and attachment-hell
- » Strong need for more advanced groupware and **sharing** capabilities
- » Access information from almost **any device** – mobile device support
- » Intuitive **easy-to-use** user interface, Windows/Mac Integration
- » **Integration** into other Internet Applications (LinkedIn, Xing, Facebook...) through **mash-up's**



Open-Xchange provides Open Source-based Messaging and Groupware solutions

- » to the community
- » as on-premise software to .gov, .edu and businesses
- » as “Software-as-a-Service” solutions through service providers (Hosters, Telcos, Carriers, Internet Companies)




Open-Xchange leads the Open Source SaaS push

- » first to market with the launch of the 1&1 MailXchange offering in Germany in Feb 2007 (#1 WW)
- » expanding service provider base with 1&1 US and UK, Network Solutions (#3 US), OVH (#1 France), Hostpoint (#1 Switzerland) in '08
- » Fastest-growing: quadrupled # of paid users to 8.4m in 2008

First lower-cost business-class Email & Groupware solution for SMEs




- Enables team work – any time, anywhere, and with almost any possible device
- AJAX based browser user interface, desktop like usability
- Standard internet browsers are supported
- All standard groupware features available
- Integration with Microsoft Outlook
- Integration with Mac OS X
- Integrated document management (InfoStore, “online disk”)
- Mobility/Push E-Mail (“Blackberry feeling”)




Messaging

- Email
- Contacts



Collaboration

- Calendar
- Tasks
- Public Folders



Advanced Collaboration

- InfoStore
- Mobile Access
- Mobile Sync
- Win/Mac Integr.

Leading Providers offer Open-Xchange Services



Open-Xchange is the most attractive SaaS application for the Open Cloud



Open-Xchange technology

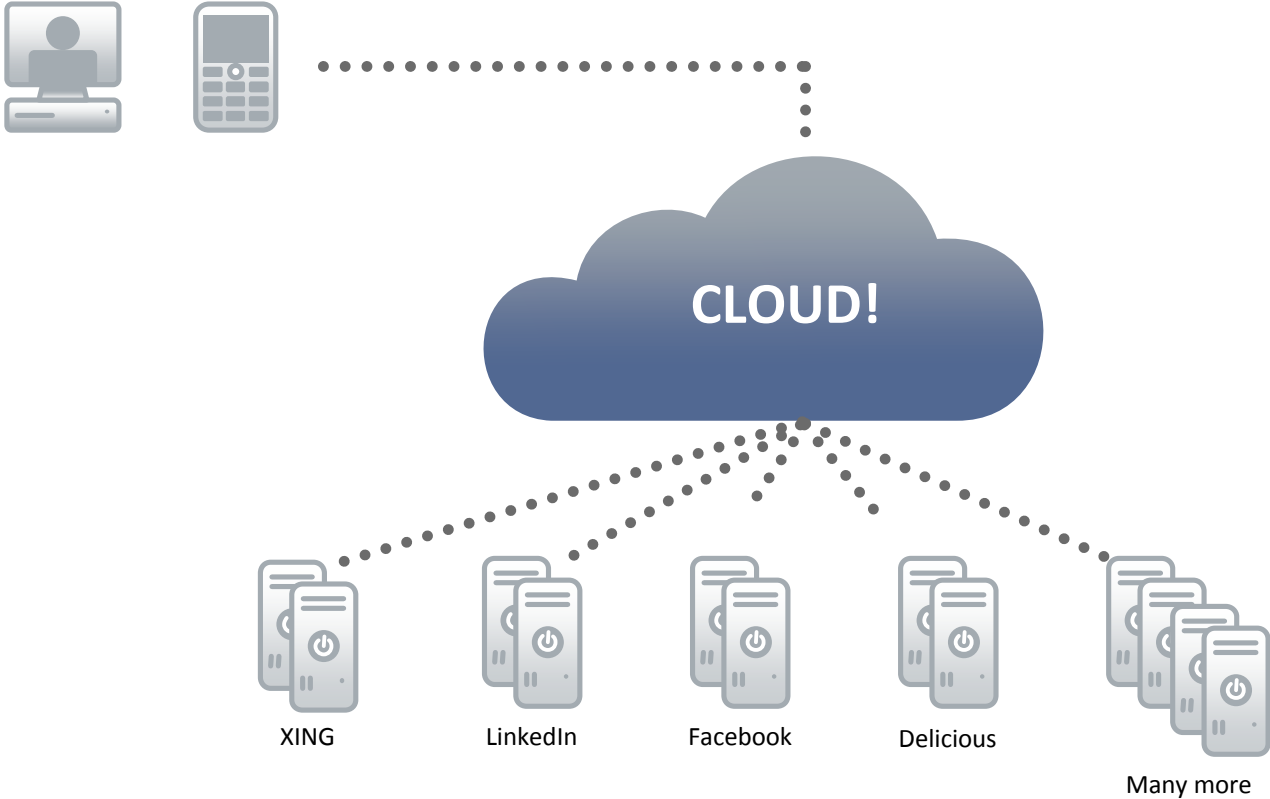
- **Platform independent** (runs with all major OS, DB's, Web-Servers etc.)
- **Standards based** (SMTP, POP3, IMAP, iCal, vCard, Microformats)
- **Integrates** into established Open Cloud infrastructure and languages
 - » Operating System, Mail, Database, Web Server, Identity, Archiving, Unified Messaging
 - » PHP, Python, Ruby, Perl, Java, JavaScript
- **Client independent**
 - » all major browsers (at least IE6,7,8; FF3; Safari) on all OSses (at least WinXP, Vista, OS X, Linux)
- **Not bound to specific Cloud service**
 - » „Migratable“ from one service to another
 - » „Migratable“ between on-premise and Cloud and back

What to expect from the product in 2009



- **Publish & Subscribe**
 - » „Social Media meets Business“ – Subscribe LinkedIn, Plaxo, Xing, FaceBook, MySpace, Google etc., OX2OX, OX2Sugar etc.
- **Application builder** („Lotus Notes of the Internet-Age“)
 - » User / Partner / Domain specific applications can be easily built with HTML, JavaScript, Flex/Flash, PHP etc. – OX AppStore
- **Full rollout of Parallels ecosystem integration**
 - » Parallels Operations Automation, APS 1.1 today
 - » Plesk, hSphere and APS 2.0 in 2009
- **Native Support for Exchange Active Sync, MAPI and BES**
 - » Mobiles everywhere, Windows and Mac ecosystem

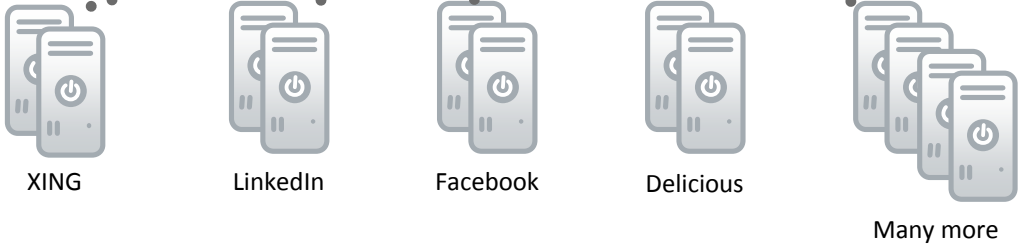
The Cloud – Many Data Sources, Many Data Owners



The Open Cloud – Your data is Yours!



- Open, Documented Microformats
- Publish **your** data Human Readable
- Publish **your** data Machine Redable
- Backup **your** data wherever you want
- Share **your** data with everybody
OX or no OX



Open-Xchange - Solutions for the Open Cloud

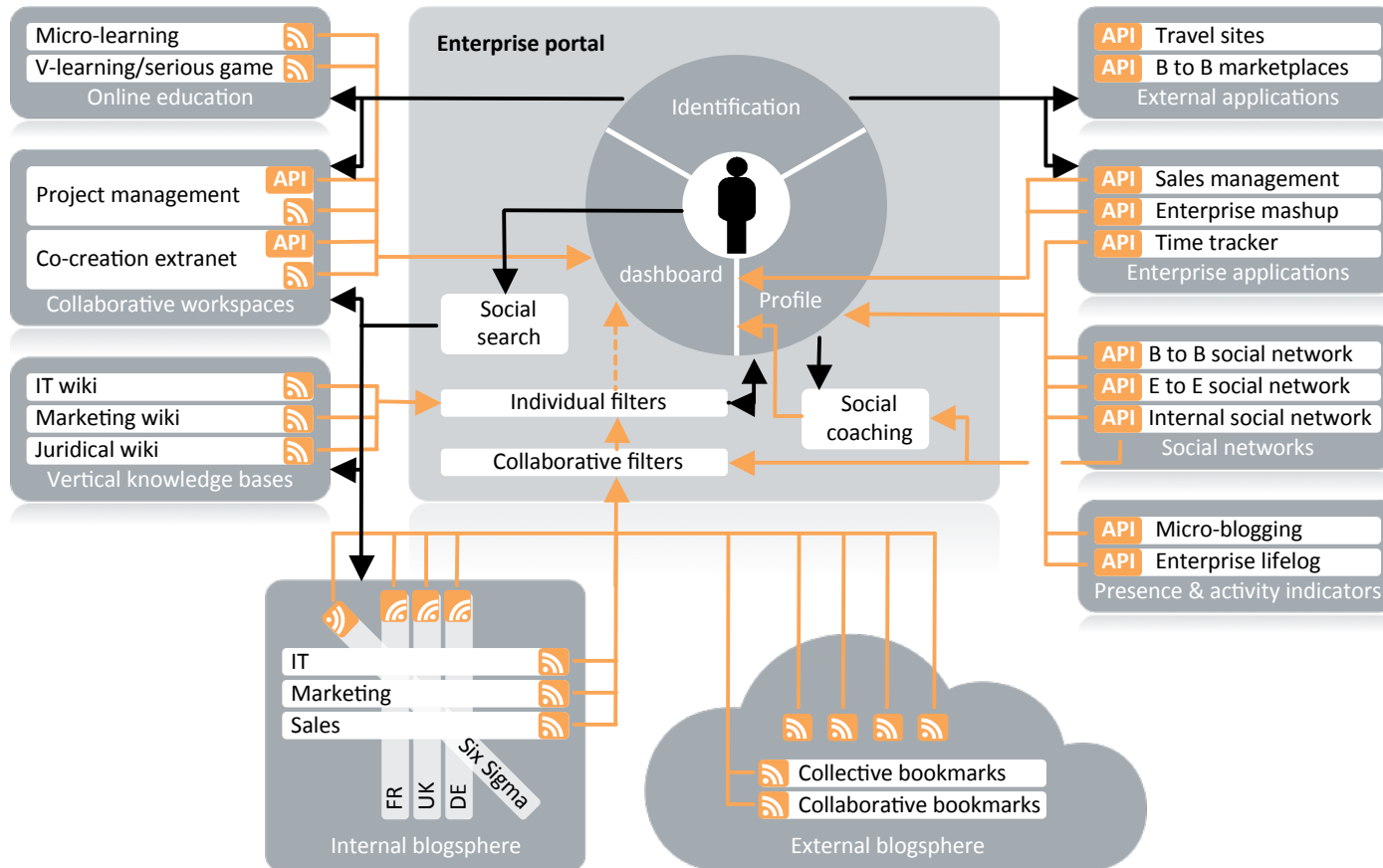


“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.” R. Buckminster Fuller

Fuller



Enterprise 2.0 | Fred Cavazza definition



Source: <http://www.fredcavazza.net/2007/07/27/what-is-enterprise-20/>

- S** **Search** – Discoverability of information drives reuse, leverage and ROI.
- L** **Links** – Using URIs to forge thousands of deep interconnections between enterprise content 24/7.
- A** **Authorship** – Ensuring every worker has easy access to Enterprise 2.0 platforms.
- T** **Tags** – Allowing natural, organic, on-the-fly organization of data from every point of view.
- E** **Extensions** – Extend knowledge by mining patterns and user activity.
- S** **Signals** – Make informations consumption efficient by pushing out changes.

