

# Zimbra vs. Google Apps

*January 19, 2011*

Confidential

vmware®

# Zimbra Customers in 110 Countries

## Large Business



## SMB & SME



## Government



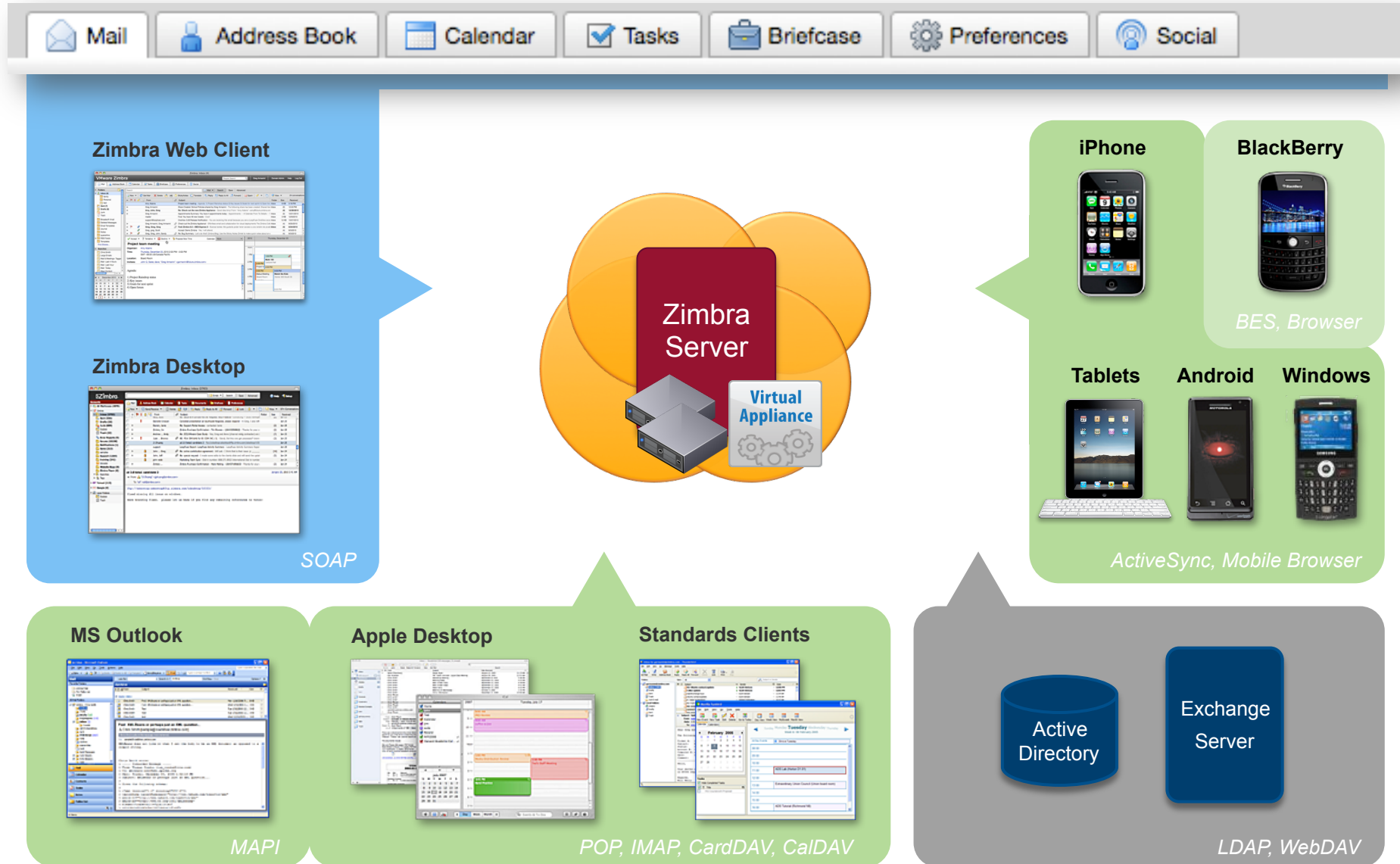
## Education



## Service Providers



# Product Overview



# Deployment Options

## Cloud Options



## On Premise Options

# VMware Zimbra™

Application  
vServices

Availability

Backup

Continuity

## vSphere Infrastructure



## Hardware

# Scoring Your Applications

		Score	Notes
End User	Location/Device independent access		
	Open applications		
	Application Functionality		
Administration	Management & Operations		
	Security & Assurance		
	Lifecycle management		
Cost / Flexibility / Reliability	Deployment Flexibility		
	Service/ Support		
	Total Cost of Ownership		

# End User – Google



End User	Location/Device independent access	<ul style="list-style-type: none"><li>▪ Only offers web client, no true offline client - for Offline, many users use third-party clients such as Outlook, IMAP/POP clients</li><li>▪ Google Outlook Limitations - Cannot sync multiple calendars, no out of office rules, no sync of filter rules, tasks, notes, journals, follow up flags or rich contacts formatting and requires sync tool</li><li>▪ Limited functionality using third-party IMAP/POP clients</li><li>▪ Mobile access includes smartphones: iPhone (Beta), Windows or Android based mobile devices and native access to the Blackberry Enterprise Server</li></ul>
	Open applications	<ul style="list-style-type: none"><li>▪ Proprietary solution that supports open standards</li><li>▪ Limited rebranding</li><li>▪ Google Apps Marketplace, Google Labs not supported</li></ul>
	Application Functionality	<ul style="list-style-type: none"><li>▪ Breadth of functionality but basic features - <i>Burton report says “Google is useful in a limited set of circumstances” PCWorld</i></li></ul>

# Google Application Functionality

Examples	Google Apps	
Email	<ul style="list-style-type: none"> <li>▪ No folders only tags</li> <li>▪ Cannot sort emails</li> <li>▪ Cannot attach emails</li> <li>▪ Cannot drag and drop attachments</li> </ul>	<ul style="list-style-type: none"> <li>▪ No delay 'send later' email delivery</li> <li>▪ Only stars, cannot send priority</li> <li>▪ Delivery receipts not supported</li> </ul>
Calendar	<ul style="list-style-type: none"> <li>▪ Not intuitive <i>"best features lurk beneath the surface"</i> PCWorld</li> </ul>	<ul style="list-style-type: none"> <li>▪ No Tentative status</li> <li>▪ No rich formatting in calendar events</li> </ul>
Address Book & Contacts	<ul style="list-style-type: none"> <li>▪ Cannot share contacts</li> <li>▪ One signature per email address</li> </ul>	
Tasks	<ul style="list-style-type: none"> <li>▪ Very basic – no reminders, cannot share task lists</li> <li>▪ Does not sync with Outlook Client</li> </ul>	
Documents & File Share	<ul style="list-style-type: none"> <li>▪ Limited functionality, <i>Dave Girouard, President Google Enterprise "We wouldn't ask people to get rid of Microsoft Office and use Google Docs because it is not mature yet"</i></li> </ul>	
Search	<ul style="list-style-type: none"> <li>▪ Search across email, documents and sites enabled only with Google Labs</li> </ul>	
Web Client	<ul style="list-style-type: none"> <li>▪ Yes but drag and drop is limited</li> </ul>	
Desktop/Offline Client	<ul style="list-style-type: none"> <li>▪ Only Google Offline for email but no true Google Offline Client (Tasks, Calendar, Contacts, Documents etc.)</li> </ul>	
Storage Limits	<ul style="list-style-type: none"> <li>▪ Gmail 25GB, Google Docs 1GB/user, Google Sites is 10GB + 500MB/user for shared</li> </ul>	
Re-Branding	<ul style="list-style-type: none"> <li>▪ Limited Re-Branding</li> </ul>	
Third-party Integration	<ul style="list-style-type: none"> <li>▪ Limited integration and quality e.g. Salesforce App but will mature with time</li> </ul>	

# End User - Zimbra

## VMware Zimbra™

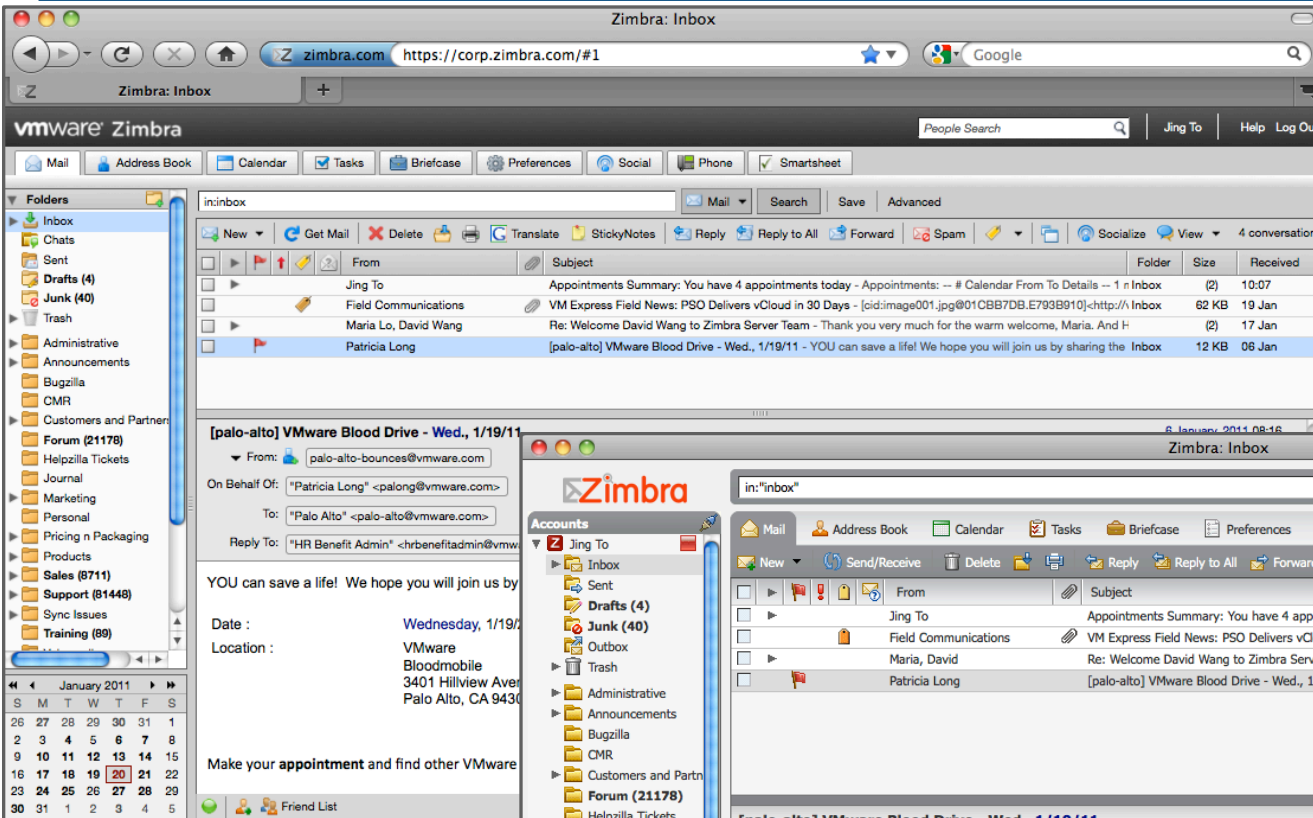
<b>End User</b>	<b>Location/Device independent access</b>	<ul style="list-style-type: none"><li>▪ Online and Offline Client with same user experience and same client experience across browsers and desktops (Mac, Windows, Linux Desktop). Zimlets can be used in web or desktop client</li><li>▪ Support for standard Outlook features e.g. delegation, sharing, free/busy, Directory access, tasks etc.</li><li>▪ Also support third party IMAP/POP clients</li><li>▪ Mobile access includes smartphones: iPhone, Windows or Android based mobile devices and native access to the Blackberry Enterprise Server</li></ul>
-----------------	---	---

Open applications

Application Functionality

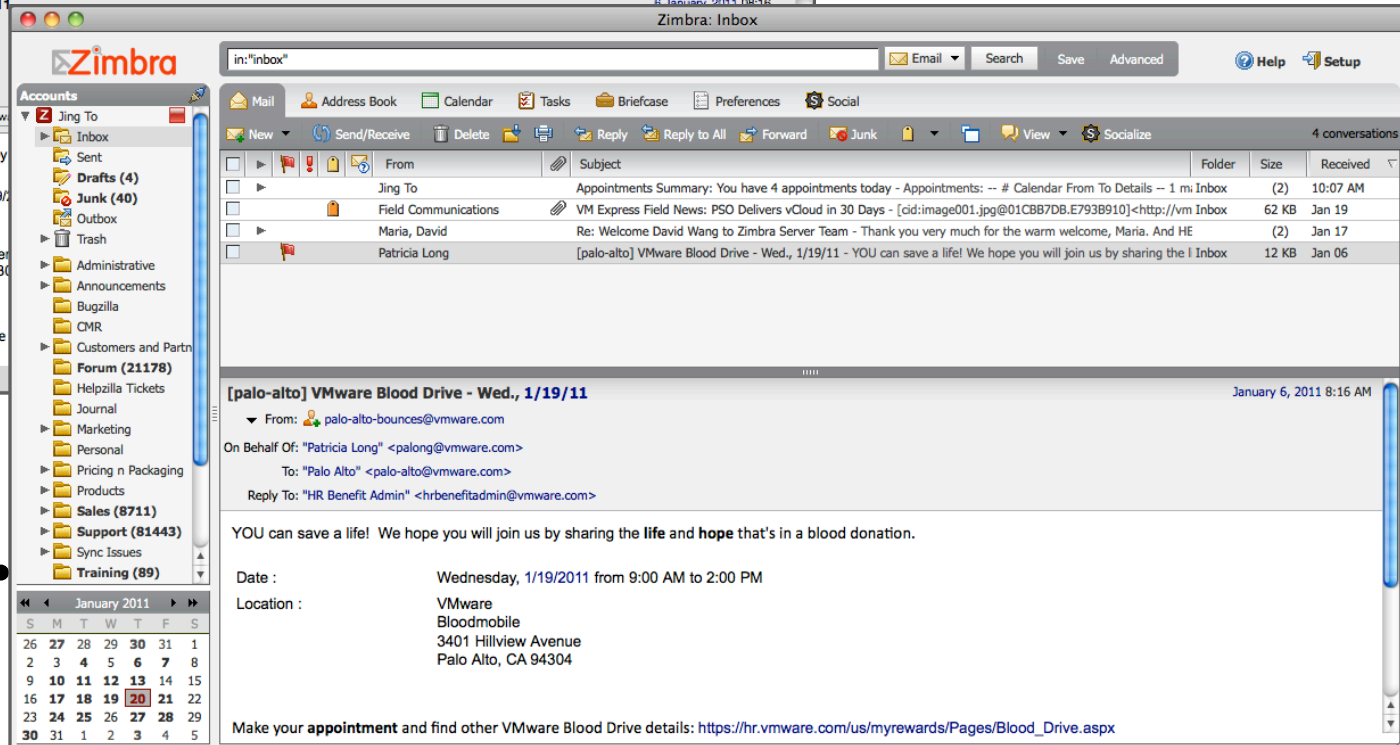


# Same User Experience for Both Zimbra Clients



Zimbra Web Client

Zimbra Desktop or  
Offline Client



# End User - Zimbra







## VMware Zimbra™

End User	Location/Device independent access	<ul style="list-style-type: none"><li>▪ Online and Offline Client with same user experience and same client experience across browsers and desktops (Mac, Windows, Linux Desktop). Zimlets can be used in web or desktop client</li><li>▪ Support for standard Outlook features e.g. delegation, sharing, free/busy, Directory access, tasks etc.</li><li>▪ Also support third party IMAP/POP clients</li><li>▪ Mobile access includes smartphones: iPhone, Windows or Android based mobile devices and native access to the Blackberry Enterprise Server</li></ul>
	Open applications	<ul style="list-style-type: none"><li>▪ Open source code including API with sample Zimlets</li><li>▪ Supports open standard protocols such as SOAP, REST, CalDAV, CardDAV, ICS feeds and Oauth</li><li>▪ Gallery of Zimlets - users can download and upload, read or provide feedback on free Zimlets at <a href="http://gallery.zimbra.com">http://gallery.zimbra.com</a></li><li>▪ Can be easily completely rebranded</li></ul>
	Application Functionality	<ul style="list-style-type: none"><li>▪ Rich functionality in web and desktop client e.g. Zimbra Desktop <i>“Slick, powerful, and much more extensible than MS Outlook ever dreamed of being.” - Matt Asay, CNET</i></li></ul>

# Zimbra Functionality

Examples	VMware Zimbra™	
Email	<ul style="list-style-type: none"> <li>▪ Folders and tags</li> <li>▪ Sort emails (date, name ...)</li> <li>▪ Sort emails in conversation mode by date</li> <li>▪ Drag and drop attachments (emails, files ...)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Delay or 'send later' email delivery</li> <li>▪ Supports priority and flags</li> <li>▪ Delivery receipts</li> </ul>
Calendar	<ul style="list-style-type: none"> <li>▪ Calendar Wizard</li> <li>▪ Tentative and Optional status</li> </ul>	<ul style="list-style-type: none"> <li>▪ Rich formatting in calendar events</li> <li>▪ See calendar within email invites</li> </ul>
Address Book & Contacts	<ul style="list-style-type: none"> <li>▪ Share contacts</li> </ul>	<ul style="list-style-type: none"> <li>▪ Multiple signatures per email address</li> </ul>
Tasks	<ul style="list-style-type: none"> <li>▪ Group tasks, reminders, share task lists</li> <li>▪ Syncs with Outlook Client</li> </ul>	
Documents & File Share	<ul style="list-style-type: none"> <li>▪ Upload any document type</li> <li>▪ Check-in/Checkout and versioning with notes</li> </ul>	
Search	<ul style="list-style-type: none"> <li>▪ Index &amp; search of message subject, body and over 200 different attachment types</li> </ul>	
Web Client	<ul style="list-style-type: none"> <li>▪ Yes rich Ajax and html client with same UI as the desktop/offline client</li> </ul>	
Desktop/Offline Client	<ul style="list-style-type: none"> <li>▪ Desktop/Offline client supports calendar, tasks, contacts, documents, Zimlets etc.</li> </ul>	
Storage Limits	<ul style="list-style-type: none"> <li>▪ On Premise – Specified by Administrator</li> <li>▪ Hosted by a Service Provider - Varies</li> </ul>	
Re-Branding	<ul style="list-style-type: none"> <li>▪ Full Re-Branding of web and desktop client</li> </ul>	
Third-party Integration	<ul style="list-style-type: none"> <li>▪ Gallery of Zimlets with ratings</li> <li>▪ API with sample Zimlets</li> </ul>	

# End User

		Google Apps	VMware Zimbra™
End User	Location/Device independent access		
	Open applications		
	Application Functionality		
Administration	Management & Operations		
	Security & Assurance		
	Lifecycle management		
Cost / Flexibility / Reliability	Deployment Flexibility		
	Service/ Support		
	Total Cost of Ownership		



= None



= Medium



= High

# Administration - Google















Administration	Management & Operations	<ul style="list-style-type: none"><li>▪ Many limitations for multiple domains e.g.<ul style="list-style-type: none"><li>▪ Cannot set different policies or configuration settings for different domains</li><li>▪ Delegated administration &amp; domain aliases not supported</li></ul></li><li>▪ Cannot enable/disable functionality by group or users</li></ul>
	Security & Assurance	<ul style="list-style-type: none"><li>▪ Legal Risks e.g. Google gets a subpoena to turn over your data</li><li>▪ Privacy breaches e.g. <i>Google Docs “may have inadvertently shared some of their documents with contacts who were never granted access to them” TechCrunch</i></li><li>▪ Data can be stored anywhere in the world – issue with foreign data policies</li><li>▪ Security is not granular e.g. functionality by group</li></ul>
	Lifecycle management	<ul style="list-style-type: none"><li>▪ Google customers have limited control over new feature releases e.g. Global add of new services or pre-release features</li></ul>

# Administration - Zimbra

VMware Zimbra™		
Administration	Management & Operations	<ul style="list-style-type: none"><li>▪ Continue to reduce admin costs/work e.g. User Self-recovery of emails, calendar, tasks etc.</li><li>▪ Can enable/disable functionality for a group or user</li></ul>
	Security & Assurance	<ul style="list-style-type: none"><li>▪ Option of deploying on premise or at a hosted partner</li><li>▪ Hosted partners have long history hosting enterprise applications</li><li>▪ Server side control of Zimlets</li><li>▪ Granular security through class-of-service</li><li>▪ Continuing to significantly invest in security e.g. remote wipe of client data</li></ul>
	Lifecycle management	<ul style="list-style-type: none"><li>▪ Customers control release cycle into environment and can test before introducing in production</li><li>▪ Zimbra Appliance has automated and configurable notification and installation of new software and security updates for the application and operating system</li></ul>

# Administration

		Google Apps	VMware Zimbra™
End User	Location/Device independent access		
	Open applications		
	Application Functionality		
Administration	Management & Operations		
	Security & Assurance		
	Lifecycle management		
Cost / Flexibility / Reliability	Deployment Flexibility		
	Service/ Support		
	Total Cost of Ownership		



= None



= Medium



= High

# Cost, Flexibility and Reliability - Google

Google Apps		
Cost / Flexibility / Reliability	Deployment Flexibility	<ul style="list-style-type: none"><li>▪ Only Hosted solution available</li></ul>
	Service/ Support	<ul style="list-style-type: none"><li>▪ Many outages but still claim 99.9% Uptime, “Google Apps is powered by the same infrastructure that services hundreds of millions of users each day” Consumer side goes down, it affects all enterprise customers</li><li>▪ New SLA will include planned downtime but will only give service credit</li><li>▪ SLA does not cover all functionality e.g. Google Labs</li><li>▪ SLA does not specify application response times and intermittent slow response in past year</li><li>▪ Lack of clear and public product roadmap</li></ul>
	Total Cost of Ownership	<ul style="list-style-type: none"><li>▪ Cost shifting not necessarily cost reduction</li></ul>



# Evaluating Total Cost of Ownership

VMware Zimbra™

Google Apps

Legal

Administration and Management

Support and Training  
(Software Support, Help Desk etc.)

Software

Hardware

Shifting  
from  
CapEx to  
OpEx

Legal

Administration and Management

Support and Training  
(Help Desk etc.)

SaaS Subscription

# True Costs of Google



Additional Legal provisions need to be reviewed as application & data will be hosted offsite. Currently law lags technology so need to constantly monitor new legislation.

**Legal**

Continued administration and management costs. Admin UI is basic, not intuitive and lacks granular control.

**Administration and Management**

There is no offline client so will need to support a variety of desktop clients. Training is required for new features and there is no control over timing of new features.

**Support and Training  
(Help Desk etc.)**

Need to evaluate true costs and risks e.g. underestimation of migration effort (inexperienced Enterprise Deployments), additional security and legal review etc.

**SaaS Subscription**

# Cost, Flexibility and Reliability - Zimbra

VMware Zimbra™		
Cost / Flexibility / Reliability	Deployment Flexibility	<ul style="list-style-type: none"> <li>▪ Interoperability with Exchange (free/busy, GAL)</li> <li>▪ Hosted through a partner or On-Premise</li> <li>▪ Traditional, Virtualized or a Virtual Appliance</li> <li>▪ Dedicated or Multi-Tenant</li> <li>▪ Same software for 25 users or 25 million users</li> <li>▪ Zimbra Appliance 'Install to Inbox' in 7.5 minutes</li> <li>▪ Use included AV/AS or own solution</li> </ul>
	Service/ Support	<ul style="list-style-type: none"> <li>▪ VMware is known for Enterprise software and support</li> <li>▪ Zimbra Backup and Zimbra Archiving and Discovery is available or you can deploy own solution</li> <li>▪ Uptime is measured in YEARS not weeks "Happy Zimbra admin for almost 3 years now – 767 days uptime on my server!"</li> </ul>
	Total Cost of Ownership	<ul style="list-style-type: none"> <li>▪ Optimized hardware costs and competitive software costs</li> <li>▪ Continue to invest in reducing administration and management costs</li> </ul>

# Driving down Total Cost of Ownership at Zimbra

## VMware Zimbra™

### Legal

Continue to address Enterprise requirements (remote desktop wipe) and choice of where to deploy - on premise, public or private cloud.

### Administration and Management

Making significant investment to drive down admin and management costs as part of VMware's ITaaS strategy e.g. virtual appliance.

### Support and Training (Software Support, Help Desk etc.)

Offer both a web and desktop client with consistent experience across both clients and across different platforms.



















### Software

Zimbra offers both subscription and perpetual licenses to accommodate different business models. Also offline client is free.

### Hardware

Optimized Zimbra to reduce hardware costs e.g. HSM for Storage etc.

# Cost, Flexibility and Reliability

		Google Apps	VMware Zimbra™
End User	Location/Device independent access		
	Open applications		
	Application Functionality		
Administration	Management & Operations		
	Security & Assurance		
	Lifecycle management		
Cost / Flexibility / Reliability	Deployment Flexibility		
	Service/ Support		
	Total Cost of Ownership		



= None



= Medium



= High