Exchange 2010 and ZCS 7.0

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Agenda

- **Executive Summary**
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  - Exchange 2010 vs. ZCS 7.0

- **Detailed Comparison**
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  - Integration and customization
  - Platform support and client access
  - Messaging and Collaboration
  - Administration, Security and TCO

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Highlights of Exchange 2010 vs. 2007

Exchange 2010 addresses some significant performance and scalability issues in Exchange 2007 as well as made some incremental improvements in supporting non-Windows platforms. However, these improvements in Exchange 2010 still fall short of Zimbra's solution.

Area	Key Enhancements of Exchange 2010	Zimbra's Position
End-user Multi-platform Support	▪ Exchange 2010 now helps users access their communication from virtually any platform.	▪ OWA premium still does not work with Safari/Windows or Chrome/Mac & there is no feature parity for Outlook/Mac. Zimbra has a rich web & offline client across multiple platforms
Scalability	▪ Improvements in Exchange Store reduces I/O footprint so cheaper storage can be used. Each mailbox server can now support many more users	▪ MSFT removed single-instance storage (SIS), increasing the size of the database, and does not have tiered storage. Zimbra has SIS & hierarchical storage management (HSM) to optimize storage costs & has different deployment options for maximum flexibility
High Availability (HA) and Disaster Recovery (DR)	▪ Exchange 2010 simplified administration of HA by replacing multiple HA solutions in Exchange 2007 with one solution - Data Availability Groups (DAGs)	▪ DAG ONLY provides HA for mailbox databases, so DAG needs to be augmented with other redundancy & HA technologies for Exchange to have complete HA & redundancy. Zimbra with VMware's SRM is proven to be a complete and scalable HA/DR solution
Security	▪ Introduced new Role base access control (RBAC) security model	▪ Using RBAC is a huge shift for Exchange whereas Zimbra has been using RBAC in many large scale implementations

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Exchange 2010 vs. ZCS 7.0

Zimbra Collaboration Suite (ZCS) beats Exchange 2010 in many ways and the 3 main areas of differentiation are - a significantly lower TCO, same experience on many different user environments and an easily extensible and open platform.

Key Advantages of Zimbra	Exchange 2010	ZCS 7.0
TCO	✗ **Expensive license, maintenance & support and requires more administrative time than Zimbra**	✓ **Cost effectively scale users and save 50% in TCO (with multiple deployment options on-premise, hosted or as an appliance)**
Multi-platform Support	✗ **Any non-Microsoft platform is considered a second-class citizen and continues to lag in feature parity and support**	✓ **Rich web-client and offline experience across multiple platforms**
Integration & Customization	✗ **Microsoft promotes a closed and proprietary platform**	✓ **Zimbra is an open & extensible platform**

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Detailed Comparison of Exchange 2010 and ZCS 7.0

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Zimbra and Microsoft at a Glance

	Microsoft® Exchange	Zimbra (A division of vmware®)
Email	✔	✔
Calendar	✔	✔
Address Book & Contacts	✔	✔
Tasks	✔	✔
Documents & File Share	Need to purchase SharePoint	✔
Web Client	✔	✔
Desktop/Offline Client	✔	✔
Mobile Access	✔	✔
Re-branding	✔	✔
Third-party Integration	✔	✔

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Scalability, Reliability, High Availability

Key Areas	Exchange 2010	ZCS 7.0
Platform Architecture	- **Core architecture Extensible Storage Engine (ESE) is over 20 years old and is not modular e.g. .edb file contains both metadata and message data so cannot tune and optimize separately** - **Database availability group (DAG) uses some components of Windows Failover Clustering but this new architecture needs to be proven in large scale deployments**	- **Modular architecture that offers next-generation features and proven web scalability** - **Message metadata is separate from the message data so the individual data stores can be tuned and optimized individually**
Platform Reliability & Robustness	- **MSFT continues to debate migrating from ESE to SQL Server** - **Robustness of architectural changes needs to be proven. Exchange historically had on average 4 hours of downtime per month** [1]	- **ZCS leverages more robust underlying operating environment (Linux based) & proven open source software components** - **Uptime is measured in YEARS not weeks "Happy Zimbra admin for almost 3 years now – 767 days uptime on my server!"** [2]
Platform Scalability	- **Exchange still does not have tiered storage so it is more costly to scale user storage on Exchange than on Zimbra**	- **ZCS has tiered storage & can cost effectively scale to millions of users with 10+ GB size mailboxes**
High Availability (HA)	- **DAG ONLY provides high availability for Exchange Mailbox not for the entire Exchange infrastructure** - **DAG is new so there is a learning curve & it can only be applied to Exchange**	- **ZCS with SRM is proven to be a complete, scalable and effective high availability (HA) & disaster recovery (DR) solution** - **Most companies will also want to leverage existing and app agnostic HA/DR solution**

[1] Radicati   [2] Nustats

Integration and Customization

Key Areas	Exchange 2010	ZCS 7.0
Platform Extensibility	▪ **Microsoft recommends using Exchange's proprietary shell commands** ▪ **SOAP API has limited server access** ▪ **Outlook add-ins are difficult to support and develop and OWA cannot be extended**	▪ **Rich SOAP API for server access** ▪ **Web services framework for client access and Web Mash-ups framework (Zimlets) to integrate 3rd party enterprise apps**
Platform openness	▪ **Microsoft proprietary platform – cannot change or extend the platform & APIs**	▪ **Open source code including sample Zimlets**
Support of Open Standard Protocols	▪ **Limited SOAP support** ▪ **DOES NOT support open standards such as REST, CalDAV, CardDAV and ICS feeds**	▪ **Supports open standard protocols such as SOAP, REST, CalDAV, CardDAV, ICS feeds etc**
Rebranding	▪ **OWA 2010 has only a SINGLE theme (unlike OWA 2007 which lets administrators define themes) so users cannot switch between themes and if the default theme is changed, the changes will be overwritten with an Exchange rollup or service pack**	▪ **Complete rebranding of web-clients**

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Platform Support & Client Access

Key Areas	Exchange 2010	ZCS 7.0
Web-client end user access	▪ **Limited OWA premium access; OWA Light for Safari on Windows and Chrome on Mac** **Note: OWA Premium is new for Safari on Mac and Firefox on Mac or Linux**	▪ **Rich Ajax and HTML web-client access is supported on multiple browsers and platforms; IE, Safari, Firefox, Chrome with Windows, Mac or Linux desktops** ▪ **Ajax web-client has complete feature parity with Zimbra desktop client**
Mac Desktop	▪ **NO Outlook client for Mac (targeted for end of 2010) and it will not have feature parity** ▪ **Entourage does not have feature parity & difficult to backup**	▪ **Zimbra Desktop client is supported on Mac OS and has complete feature parity with Ajax web client**
Linux Desktop & Server	▪ **NO Outlook client for Linux** ▪ **Exchange Server is not available for Linux**	▪ **Zimbra Desktop client is supported on Linux and has complete feature parity with the Ajax web client** ▪ **ZCS is supported on Linux Servers**

"Sadly there is a pretty big weak link in Office 2011 [for Mac]: Outlook.

It seems that Microsoft simply sacrificed brains for beauty." [3]

[3] Boy Genius Report

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Messaging and Collaboration

Key Areas	Exchange 2010	ZCS 7.0
Web Documents and Files	▪ **Removed 'Remote Document Access' that allows OWA access to internal shares without being on the LAN or VPN (that was introduced in Exchange 2007)**	▪ **Briefcase in ZCS, allows users of both the web and desktop client to upload and share files in the mail store, including versioning and check-in and check-out, and to access the files from anywhere**
Unified Messaging	▪ **TUI access to mailbox using TTS (via Cisco) for Outlook but not for OWA**	▪ **Single inbox, Voicemail, VoIP, Twitter and Facebook access (through Mash-ups) for offline and web client**
Indexing & Search	▪ **Index & facilitate search of message subject, body and limited attachment types e.g. does not index and search PDF attachments**	▪ **Index & search of message subject, body and over 200 different attachment types including MS office attachments** ▪ **Syntactic & visual search options**
Sharing & Collaboration	▪ **Share mail, calendar and address book folders with internal users or external users if they are on Exchange 2010, or Exchange 2007 with additional configuration, AND if defined in the Microsoft Federation Gateway**	▪ **Share mail, calendar and address book folders with internal users AND** ▪ **Share folders with external users (does not have to be a Zimbra user) or make them public**

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Administration, Security & TCO

Key Areas	Exchange 2010	ZCS 7.0
Administration	▪ **SOAP API has limited server access** ▪ **Admin GUI is limited and Microsoft recommends using Exchange's proprietary shell commands for custom workflows and RBAC administration**	▪ **Administration through the web – anywhere/ anytime, or with SOAP API or command line** ▪ **Zimbra Appliance (virtual appliance) option for an email and collaboration solution in less than 10 minutes**
Security	▪ **Exchange has moved to a Role-based access control (RBAC) security model & it still needs to be proven – for example RC1 had a big security hole where an admin could control the AD forest**	▪ **ZCS already has a stable and proven security layer using RBAC that is used in many large scale deployments**
Integrated anti-abuse	▪ **Exchange offers EHF and in-house anti-spam/virus solutions at additional costs**	▪ **ZCS is integrated with proven Spam Assassin & Clam AV solutions and can also be easily extended to leverage third party solutions**
Total Cost of Ownership (TCO)	▪ **Expensive license and support costs** ▪ **Outlook and OWA are additional costs** ▪ **More expensive to scale user storage** ▪ **Only 15-20% reduction of IT admin time over Exchange 2007** [4]	▪ **Less expensive licensing costs** ▪ **Zimbra Desktop is free** ▪ **Save on storage hardware with hierarchical storage management (HSM)** ▪ **Zimbra has been shown to have 33% less admin with 4X more users** ▪ **Save 50% in TCO (with multiple deployment options: bare-metal, multi-tenant or appliance in public or private cloud)**

[4] Microsoft

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