Open-Xchange™ - Hosting Edition

Business Models / Best Practice

1. Full Groupware Offering

1&1 Internet (http://www.1und1.de – http://www.1and1.com)

In February 2007 the biggest ISP (Internet Service Provider) worldwide, 1&1, launched an Open-Xchange based hosted groupware offering. The solution is branded as "1&1 MailXchange".

In December 2007 1&1 extended MailXchange to comprise support for mobile devices based on Open-Xchange Hosting Edition and Funambol technology.

Initial Situation:

Standard offerings of Internet Service Providers, like Email, Website Hosting or Renting of Webspace become more and more commoditized. Customers can freely switch to other service providers. Differentiation becomes harder and harder, and all that coincides with falling prices for more services.

Requirements at 1&1 Internet:

Establishing a new offering for existing and new customers. Main objectives:

− Strong customer retention through

  − additional functionality / value add
  − change of service provider must not be possible without impact on available features and functions

− Access to new audiences, especially small and medium sized businesses shall be attracted to the new offering

− Offering must be available as a base for value added services in the area of personal information management, e. g. mobile device support.

− Integration capabilities of the new offering

  − into existing offerings
  − into existing infrastructure, i. e. no requirement for additional redundant infrastructure for e. g. email, storage, and user management.

Solution:

Open-Xchange Hosting Edition supports all these requirements. It is modular, open standards based architecture enables the deployment and integration of Open-Xchange with and on top of existing mail and infrastructure services.

Due to its open source base, integration of Open-Xchange with provisioning, billing, and administration services and backends is possible at a depth and level unmet by proprietary systems. Expensive migration of data is unnecessary.

Customers benefit from additional functionality like shared calendars, resource planning and an online storage facility called InfoStore. The latter can be used to manage versions of documents, and to flexibly link to them from anywhere in the groupware.

This added value enables a wider audience to purchase their basic IT services online instead of building costly, demanding and complicated infrastructure in-house to meet their growing needs.

From a service provider perspective this value add is also a barrier to entry for competing service providers who cannot supply this kind of service. This is great for customer retention.

2. Webmail Replacement

Hostpoint (http://www.hostpoint.ch)

Hostpoint is the leading hosting provider in Switzerland. Hostpoint is replacing their existing webmail client (which was based on Horde) for their 250.000 Email customers.

The modern, powerful AJAX GUI of Open-Xchange Hosting Edition enables customers to use the same AJAX frontend as their webmail interface that they get if they upgrade to an Open-Xchange based groupware offering.

Hostpoint will offer hosted groupware and outlook connectivity based on Open-Xchange technology to their customers. Upgrading from webmail to groupware will be seemless from a customer perspective.

Initial Situtation:

Hostpoint had two main drivers to extend their offerings based on Open-Xchange. The commoditization of email offerings was making it harder to grow fast. And they had to decide how to evolve their web mail offering.

Customer demand required a replacement of the existing web mail offering. The existing web mailer was too slow, had an aged look and feel, and was not designed to support customers in their daily chores. Hostpoint needed a more modern, more user friendly replacement.

Re-working the existing solution and migration of customers to the new system would have been an expensive and time consuming project. At the same time, Hostpoint was looking for potential up-sell offerings to grow revenue per customer, improve customer retention, and to address new audiences.

Requirements at Hostpoint:

– State of the art web mail offering. Web mail shall become the main access to mail, replacing conventional fat mail clients. This encompasses
  – fast display and editing of emails
  – state of the art usability features like Drag'n'Drop
– Strong customer retention through
  – additional functionality / value add
  – change of service provider must not be possible without impact on available features
– Access to new audiences, especially small and medium sized businesses shall be attracted to the new offering
– Offering must be available as a base for value added services in the area of personal information management, e. g. mobile device support.
– Integration capabilities of the new offering
  – into existing offerings
  – into existing infrastructure, i. e. no requirement for additional redundant infrastructure for e. g. email, storage and user management.

Solution:

The open architecture and open source standard internet technology of Open-Xchange Hosting Edition enabled an efficient and fast roll out of Open-Xchange Hosting Edition Webmail at Hostpoint.

Customers get a fast, modern web mail client with added functionality. Hostpoint is excited about the performance of the Open-Xchange web mail client, also because of the resource savings from the workload taken over by the client.

With a click of the mouse Hostpoint customers can now upgrade their email product into a full groupware solution. Without changing their work environment, without installation of a new client software, without any migration hassle for their existing email accounts.

3. Managed Services - Outsourcing

Noris Network (http://www.noris.de)

Noris Network is an Internet Service Provider covering a wide range of offerings, ranging from custom offerings for mid size businesses, to managed IT services, to IT outsourcing in the areas of Internet Service Providing (ISP), Virtual Private Network (VPN), Managed Security, Voice over IP (VoIP), Application Hosting, Terminal Services, eCommerce applications, and Storage/Backup.

In addition to classical IT outsourcing of dedicated customer infrastructure Noris Network AG also offers standardized offerings at competitive price points.

Initial Situation:

New customer business is time consuming and service project oriented. Customers are managed personally, outsourcing concepts are written specifically for dedicated customers, and customer specific infrastructure is migrated to Noris Network facilities in a dedicated fashion.

Potential customers have started requesting managed groupware solutions from Noris Networks.

Noris Networks wants to add more standardized offerings to its portfolio. The objective is to add new customers faster, and with less effort than before. A first offering in the area of VPN (Virtual Private Network) is already available. Noris Network is looking to add offerings that can be purchased at the click of a mouse, and also have the capability to integrate without much effort with existing managed offerings.

Customer demand made Noris Network decide to start looking for a groupware offering.

Requirements at Noris Network:

– Mature groupware functionality for enterprise customers with several hundred concurrent users
– Support for Microsoft Outlook as a fully functional groupware client
– Flexible architecture with straight forward integration capability into existing Noris Network infrastructures and processes
– Web mail replacement also for existing Noris Network hosting customers

Solutions:

Open-Xchange Hosting Edition meets the requirements at Noris Network.

As an established, proven enterprise class groupware solution Open-Xchange lives up to the expectations of larger customers. In addition to management of mail, calendar, contact data, the Open-Xchange InfoStore offers basic document management capabilities that are deeply integrated with the other modules of Open-Xchange. Experience at Open-Xchange shows that this is heavily used among small and medium sized customers.

Deployment as Software as a Service (SaaS) and integration with existing processes lets Noris Networks leverage synergies between newly acquired customers for standard offerings and customers from the managed services environment.

Open-Xchange can now be sold by Noris Networks much more flexibly, e. g. via telephone as a standard offering, as well as in dedicated projects.