



The Mail Server for
IT Professionals

Service Provider Program

Carrier class messaging for cost-effective operator services

For many years, email messaging was just a new way of communication. As it gained more and more popularity, it has also become one of today's most important tools used within business environments and for personal use. This trend is expected to continue at a fast pace in the years to come. Sharing information, documents plans and schedules, exchanging messages with remote persons have proved to be a very effective way to handle collaboration between large numbers of business professionals / communities. This is also the usage scenario implemented by modern SPs that need to connect many users spread all over the world.

This program addresses a wide range of professional Service Providers (SP) such as Internet Service Providers, Hosting Service Providers, Application Service Providers, data centers, computing farms, TELCOs or business on demand facilitators.

The AXIGEN messaging solution helps SP provide their customers with associated services including web site hosting, applications hosting, messaging services, voice services, database hosting, security filtering, data backup, managed business etc.

Through its carrier class technology, the AXIGEN Mail Server is the messaging solution to rely on within this line of businesses.

“ We selected AXIGEN and purchased it on an unlimited license basis. AXIGEN is very stable and fast. Moreover, its licensing options perfectly meet our requirements as provider of free email services with web-based access for more than 4 million users.

Hussam Khoury, Maktoob.com

THE CHALLENGE

The SP business environment comes with **specific messaging needs** in what speed, reliability, flexibility and increased responsiveness to new market requirements are concerned. **Communication** services provided by SPs need to be **transparent, optimal and also protected** against all IT-related threats in order to avoid data theft, the destruction of private data and loss of confidentiality. Online communities pose a particular challenge, as members' free access to all shared and personal resources must be efficiently balanced with the need for optimal security.

New technology trends such as Unified Threat Management, unified messaging, web 2.0, or "business on demand" have bolstered SPs' services to a new level requiring to leverage existing infrastructures and messaging solutions to better address new needs and constantly increase their customer base.

SPs are challenged to differentiate by offering new features aimed at minimizing subscriber churn rates and at strengthening customer retention. Cutting edge value added services translate into increased revenue and allow SPs to successfully attract and retain both home users and enterprises.

All the above factors make the use of a professional messaging solution with a scalable infrastructure that ensures quality services for millions of subscribers indispensable. Moreover, leveraging practical experience and know-how from technology developers may bring fresh and valuable knowledge on competitive applications and value added services for business purposes, while keeping operational expenditures as low as possible.

THE SOLUTION

We have developed this Service Provider Program (SPP) as a scalable, flexible and cost-effective way to benefit from the AXIGEN Mail Server solution and from our team's expertise.

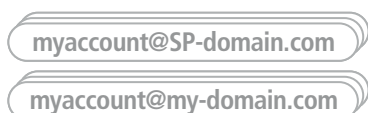
By implementing AXIGEN, a carrier class technology backed by outstanding technical support, SPs are able to provide their customer base with enhanced and diverse messaging services.

WORKING MODELS

SPs working models usually combine two or more of the following scenarios:

1. Messaging for Home Users

For SPs offering home user messaging services ("my email account") with web-based access, AXIGEN comes with value added features enabling easy differentiation of services targeted to this market segment.



Key features for users:

- Advanced WebMail interface (Outlook-like features and functionality)
- Personal Organizer and Address Book with web access
- User defined settings - language, skin, filters and Outlook-like rules, auto-replies
- Additional email retrieval through POP / IMAP protocols
- Remote POP (RPOP) access to other email accounts

Key features for Providers:

- Clustering support, High Availability
- Enhanced management of multi-level account classes
- Brandable WebMail interface with advertising support
- 24x7 technical support services

2. Messaging for Business (SaaS model)

As corporate users come with specific interaction needs, Service Providers can address them by offering messaging as SaaS (Software as a Service) through differentiated packages, with features like security level, mailbox and message limitations, administrative rights, support services, etc.



Key features for business customers:

- Web access through an advanced WebMail interface
- POP / IMAP access for any email client (MS Outlook connector included)
- Collaboration within the company (Personal Organizer, Sharing Permissions, Public Address Book, Public Folders)
- Synchronized data (emails, folders, notes, tasks, contacts, calendar etc.) when accessed through WebMail and email client Outlook
- Limited administrative rights
- Managed backup & restore

Key features for Providers:

- Clustering support, High Availability
- Multi-level administrative rights delegation
- Selective features activation according to the supplied package (domain-level quotas, domain specific security policies, account classes, distribution lists, back-up services, etc.)
- Transparent account migration from third-party server
- 24x7 technical assistance / special support plans

3. Messaging for Business (hosted model)

For companies with specific requirements that use dedicated hardware (proprietary / rented or virtual), SPs may also offer complete messaging solutions based on AXIGEN.



Key features for Hosted businesses:

- A powerful & fully administrable messaging solution, with WebMail / POP / IMAP access (MS Outlook connector included)
- Collaboration within the company (Personal Organizer, Sharing Permissions, Public Address Book, Public Folders)
- Synchronized data (emails, folders, notes, tasks, contacts, calendar etc.) when accessed through WebMail and email client Outlook
- Integration with 3rd party applications on the same server
- Centralized back-up & restore (managed by provider) / remote backup on home server (self-managed)
- Managed services on request

Key features for Providers:

- Rapid deployment of custom configurations on any number of servers
Increased security through customer isolation, better control over resource usage
- Managed services, offered selectively according to SLA (installation, server maintenance, alarms & reports, technical support, backup, High Availability, etc.)
Multi-level administrative rights delegation for managed services
- 24x7 technical assistance / dedicated Technical Account Manager (TAM) / special support plans
- Transparent account migration from third-party server

LICENSING MODELS

The Service Provider Licensing Program enables SPs to make the AXIGEN messaging solution available to their customers, while meeting the required administration level and fully integrating AXIGEN with other additional applications. Access can be granted to customer through various plans, such as SaaS (Software as a Service), collocation, rental or reselling.

1. Subscription plans (revenue share model)

Run AXIGEN for a specified period of 6 or 12 months and pay monthly installments. The subscription is reviewed and renewed periodically. If you choose not to renew, you simply delete all the software licensed under the subscription plan.

2. Perpetual license

Purchase licenses ranging from 10,000 to 500,000 users and more, up to open license plans, for a price reflecting the AXIGEN Mail Server functionality sets you choose.

3. Reselling AXIGEN licenses

Offer AXIGEN to customers with in-house / collocated messaging solutions, gaining additional revenue from both reselling AXIGEN Mail Server and providing extra services (installation, customization, support, backup, etc.) For more information regarding our Reseller Partnership Program, please visit www.axigen.com/partners

▶ Payment options

The AXIGEN License for Large SPs is a flexible licensing program for any purchase of AXIGEN solutions and related support services.

The Licensing Program can be **balanced according to your desired model**, based on the following parameters:

- Contract period
- Current number of users per month
- Estimated number of users after 6/12 months
- Upfront investment with the initial license

▶ Unlimited servers

SPs can install AXIGEN on all their machines dedicated to internal use and services to customers (excluding servers for collocated, dedicated and shared hosting)

▶ Precise selection of the needed functionality sets

You have access to a wide range of server functionalities (covering basic to large scale implementations requirements), of which you can choose only those needed for your specific environment

▶ Software maintenance

Grants access to the latest product version (comprising new features as well as improved security options) and includes 24x7 technical support services. This licensing option prevents high costs entailed by upgrades to new versions and having discontinued support services for old versions.

Our licensing experts are looking forward to discussing all details of your selected licensing plan with you. Please contact AXIGEN through your preferred authorized partner or find out more directly, at www.axigen.com

SP PROGRAM BENEFITS

Our licensing program makes it easy for SPs to save resources on messaging products. The SP Program grants access to the following benefits:

▶ Evaluation of fully featured products

Unlimited users / servers and 24x7 technical support - NFR (Not for Resale) Licenses are available on request for SPs and / or Technical Experts that intend to implement and specialize in AXIGEN messaging and security related set-ups

▶ AXIGEN Certification Exams (ACE)

Access to AXIGEN Certification Exams (ACE) for technical personnel and collaborators interested in achieving the official recognition of their advanced AXIGEN administration skills

▶ AXIGEN Beta Programs

Taking part in stimulating AXIGEN Beta Programs - SP employees can win awards and gain satisfaction, while getting full access to enhanced software editions and upgrades for the entire organization.

SUCCESS STORIES

▶ AXIGEN's Implementation on 4-million-users Portal

Ever since its launch in 1998, **Maktoob.com** has taken the Arab online services market by storm. As the world's first Arabic/English web-based email service, it has quickly become the leading email provider for Arabic users seeking free dedicated email services in the native tongue, to further move to more and more extensive services and products for the Arab Internet users.

At the moment, Maktoob manages about 7 million unique visitors per month, over 4 million registered users, and about 1 million active email users, and numbers keep growing, given the portal's fame, years of dedication to Arabic users, and constant strive for innovative and comprehensive services.

In Search for a Stronger IT Infrastructure

For years, the company based its WebMail and IMAP services on the Mirapoint and SurgeMail messaging solutions. Following the extensive growth in the number of email users, Maktoob started looking for alternatives: a new messaging solution that would safely store all users' information and also provide them with a fast and easy access to email services, while also keeping company cost-effectiveness in mind. Main selection criteria were scalability, a solid IMAP engine, unlimited user licensing and a low TCO.

AXIGEN, a Perfect Fit for Maktoob

After a thorough analysis, AXIGEN was selected given its storage format and overall licensing costs. The implemented solution was AXIGEN Mail Server ISP/HSP Edition, with a perpetual license for unlimited mailboxes, domains and servers. While implementing a completely new messaging solution, Maktoob was nevertheless able to keep its branded web interface format and functionalities their email users had gotten accustomed to over the years.

"We felt Communicate Pro was equal to AXIGEN in terms of performance and scalability, but its cost of ownership was much higher. As a result, we selected AXIGEN and purchased it on an unlimited license basis. AXIGEN is very stable and fast. Moreover, its licensing options perfectly meet our requirements as provider of free email services with web-based access for more than 4 million users", said Hussam Khoury, co-founder and President of Maktoob.com.

▶ Implementation with Romania's Second Largest Portal

Rol.ro (Romania Online) is one of the most trafficked portals, with over 200,000 daily hits and one of the largest free Webmail providers, with more than 140,000 mailboxes hosted. The company behind this portal, ROL Online Network, specializes in web solutions and hosting services.

Client Challenge

Due to intensive Webmail use, amounting to more than 300,000 emails per day and several thousands of emails per hour, Rol.ro was facing message delivery delays, resulting in a high number of emails placed in the mail queue. It was obvious that the current solution processing speed was not up to an email traffic with several activity peaks daily.

Seamless Migration and Custom Solutions

That's why Rol.ro decided to switch from an Open source solution, based on several applications to AXIGEN Mail Server, an integrated commercial solution that could provide the desired processing power and effectiveness, while ensuring full security and antispam / antivirus protection. The installation and migration process, including domain and account data migration went really smoothly and was totally transparent to the users.

"The AXIGEN Tech Team helped us all the way. They did not stick to just doing their job, they helped us figure out exactly what we need and even expanded their current solution to fit our requirements", said Alina Nemes, Rol.ro General Manager. The tech team reshaped the whole AXIGEN Webmail interface, in order to make it similar to the old Rol.ro login page and integrate logo and banner support.

"The 75 000 messages waiting to be sent and the high server load were often resulting in server downtime. Now, thanks to AXIGEN innovative architecture and effective filtering system, we no longer have to deal with this kind of situations. But most importantly, this implementation caused no server downtime and our users didn't feel it at all", added Alina Nemes.

Contact info

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