

# **Mailtraq**

## **Comparing Mailtraq to Microsoft Exchange Server**

White Paper

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## Summary

Organisations of all sizes need a reliable and flexible email system. Apart from Mailtraq, there are a number of products in the market which claim to offer suitable solutions, notably Microsoft Exchange Server, however it is important to compare costs, and analyse carefully what your requirements are.

In this White Paper we'll see that the big names do not necessarily offer the most suitable solutions. We'll start by looking at why Mailtraq is priced so affordably, and see how this affordability is carried through to the total cost of ownership.

Features also bear comparison, and we'll see how Mailtraq has the features you need, without the 'features' you'd rather not have.

Anti-virus support is high on everyone's agenda. We'll see how Mailtraq addresses the threats.

Finally we look at the future, how our upgrade policy works in your favour, and how our developers actually get to respond to your comments and feature requests.

## Low license cost

One of the most frequent questions we are asked by existing users is 'Given how powerful it is, why is Mailtraq priced so low?'. There are several reasons.

- We know that by keeping prices low, more people can afford the software, and we're happy to make a small amount of money from lots of sales rather than a lot of money from just a few.
- We keep our costs down on things that don't benefit you, so we don't spend money on TV advertising, billboards or expensive ad campaigns.
- We want you to feel good about using Mailtraq, and willingly come back for more of our software in the future.

## Low total cost of ownership

We also know that the software license is only part of the 'total cost of ownership'. Other significant costs will be the hardware, and the human-resources to support it.

Hardware costs are reducing year-by-year, but good technicians are becoming more expensive. That's why we've worked hard to keep the support costs down, as the following sections illustrate.

## Feature rich but not overkill

We've listened carefully to our customers to understand exactly which features are of value, and which just get in the way. By concentrating on providing you with those features that you need, and keeping the screens clear of unnecessary extras, the software is easy to learn and use.

This means you don't need to have someone go on a course to learn how to manage the software, and your support costs are kept down.

This doesn't mean Mailtraq is lacking in features, far from it. A full list of Mailtraq features is available at [www.mailtraq.com](http://www.mailtraq.com), however a summary of the essentials includes:

- Standards-compliant email handling
- SMTP, POP3, IMAP, ETRN, ODMR, LDAP
- Supports Outlook, Outlook Express and all other compliant email clients.
- Anti-virus plug-in protection.
- Anti-spam plug-in support.
- A powerful WebMail client for access to email and contacts from your browser
- LDAP shared address-book – supports Outlook / Outlook Express
- Sophisticated and flexible mailing list support
- Customer Relationship Management support
- Web-proxy built in (no need to use separate software)
- Instant messaging – auditable and integrated for corporate control
- Integration with Windows user security database
- Powerful scripting languages
- Easy backup / restore or configuration and mail stores

## **Addressing the threat of viruses**

With email comes the threat of viruses, but with Mailtraq you're in a strong position:

### **Zero virus alerts**

Maybe because no-one has got round to it, or maybe because its been written from the start with security in mind, we're not aware of a single virus designed specifically to attack Mailtraq. As such, we don't need to constantly bombard you with security patches, and your support costs are kept down.

### **Open, documented anti-virus architecture**

Of course we're not complacent, and you can rest assured that not only do we work to ensure that Mailtraq remains secure, but we also build in systems to keep your other more vulnerable software as secure as we can – so we've added in anti-virus detection plug-ins, and crucially we've made our architecture open and documented so third-party vendors and users can easily add in further layers of security.

## **Standards-compliant –Microsoft are just a small part of the Internet**

The major reason to install a mail server is, of course, to communicate, and for email, this means the software must speak the industry-standard protocols – POP3, SMTP, IMAP, etc fluently.

It's not just enough to assume that every other user will be running the same operating system as you are, with the same software. By doing so you may be cutting yourself off from large number of potential contacts, who can't read your emails or open your attachments.

With Mailtraq, you can be assured you are using a program whose developers have actually read and understood the nuances of the relevant standards, and provided software which will communicate with the widest range of other systems (even the less well-written ones!)

Of course Microsoft would have you believe that their proprietary MAPI 'standard' is the last word, but even they admit that when you need a reliable scalable solution, SMTP, POP3 an IMAP are the only protocols to use.

## **Upgrades - no ulterior motive – no up-selling or cross-selling**

When you purchase a Mailtraq mail-server you can be sure that there's an upgrade path that will suit your needs at a price that affordable. As we only make mail-servers there's no danger that we'll be motivated into 'suggesting' you upgrade your operating system or your hardware when all you want is a new version of the mail-server.

Indeed, whilst it might not be a great idea, you can still run Mailtraq on Windows 95 if you really want to.

We're independent and unbiased.

## **Responsive development team**

Your voice counts – whilst Mailtraq is an established product (shipping since 1997) and is installed in thousands of installations, the developers still take time to listen and respond to individual feature requests.

Microsoft recently claimed to have reached a 'milestone' of 100 million seats, which is fine for them, but somewhat disconcerting if you are one of the millions trying to get your voice heard by the developers.

## **World-wide reseller support**

Mailtraq is distributed and sold around the world by resellers who have the expertise to install and support your installations. Resellers have access to in-depth support direct from the developers, so if there's a problem you can be sure a solution will be forthcoming in the shortest possible time.

Of course many organisations find Mailtraq so easy to use that they don't need to call on their resellers for support at all. (One reseller, which intended to make their income solely from support, was so upset by the lack of support calls that they dropped Mailtraq in favour of an inferior product so they could gain more support hours at their customers' expense - a strategy which, as you might expect, back-fired).

Mailtraq really does put its users first.

For more information see [www.mailtraq.com](http://www.mailtraq.com)

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