IPSWITCH

Collaboration
for Businesses of All Sizes

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Improving collaboration across the organization with Ipswitch IMail Server

Many businesses want and need the capability of enterprise messaging solutions but have shunned these products because of their cost and complexity. As the business environment has evolved, and companies of all sizes began relying on a more mobile, distributed and multi-tasking workforce, their need for collaboration tools has grown — but the requirement for effective and easily implemented solutions has remained constant.

With Ipswitch IMail™ Server, businesses have access to a set of cost-effective, powerful and easy-to-use collaboration tools built around email through Microsoft® Outlook® — including shared calendaring, group scheduling and a global address list. IMail also supports Microsoft Exchange ActiveSync® and anywhere web-based access to information as well as support for data storage. Complemented by secure instant messaging, this product helps businesses get more done with fewer people and instantly span the distances that separate today's distributed workforce while improving team collaboration and individual productivity. The benefits of improved collaboration extend to all levels of the organization and to businesses in any industry.

The Need for Collaboration Tools in Businesses

Historically, enterprise messaging products — such as Microsoft Exchange® or Lotus Notes® — have been designed and developed for use in large businesses. These very large and complex systems were designed not just as collaboration applications but as programmable, customizable parts of larger application development infrastructures. As a result, they have enormous footprints, are costly and difficult to install and administer because they are meant to be more than email, shared and group calendaring and instant messaging. Organizations, however, often found that the complexity and cost of groupware products — which sometimes require a full-time, trained and certified administrator — outweighed the value of the collaboration capabilities. More often than not, most users of enterprise systems use only the basic collaborative capabilities like email and instant messaging, wasting much of the investment in these complex systems.

Just as email has become a necessity for all businesses, additional collaborative applications are now required in organizations of all sizes. To remain competitive, many businesses have opted for email and collaborative solutions that are easier to install and administer, such as Ipswitch IMail Server and Ipswitch Instant Messaging. The popularity of Ipswitch IMail Server confirms the business demand for easy-to-own, standards-based email solutions.

Ipswitch IMail Server is used by millions of people worldwide, offers rapid return on investment and a rich feature set that includes anti-spam and anti-virus protection, Web-based multi-language email, a built-in list server; remote administration and support for multiple domains.

Some businesses were able to forgo collaboration tools by using manual techniques to schedule meetings and collaborate on projects. But the business landscape is changing. As businesses rely more and more on a mobile, distributed and multi-tasking workforce, the need for collaboration tools is becoming more acute. These businesses are looking for more effective and efficient ways to:

- schedule meetings,

- track the status of multi-person projects,

- collaborate on documents without missing or overwriting important changes,

- update contact information business-wide to avoid the delays and miscommunication problems caused by out of date information, and

- communicate quickly with colleagues across the hall and around the world.

Collaboration without Complication

While the need for more effective collaboration is growing, these requirements must be satisfied without the bloat or cost of full enterprise systems or even stripped-down versions of these products. With the release of Ipswitch IMail Server, the same businesses that demanded an email solution without the complexity of groupware products now have a set of powerful, easy-to-use collaboration tools accessible through Microsoft Outlook — including shared calendaring, group scheduling and a global address list.

These capabilities provide businesses with a cost-effective way to enable their teams to work together more productively and efficiently using a complete collaborative platform.

Shared Calendaring

Shared Calendaring is much more than the ability to share a calendar. It enables Microsoft Outlook users to share their task lists, contacts, calendars and notes. A major component of IMail Server Premium enables users of Microsoft Outlook to view, edit, add or delete items from these folders based on configurable permissions. Read and write permissions can be set on a per user or per domain basis for each item, so individual users can easily specify who may access content, and who may update it.

The result is a powerful collaboration tool for the entire organization. A project manager can easily create a shared folder for the team to store documents and manage revisions in one central location. It is no longer necessary to install a "teamroom" or wait for an administrator to create a new database for collaboration. Project task lists can be maintained, enabling everyone to have accurate, timely information on how various aspects of the project are progressing. Projects that require one or more documents to be edited and approved by a group of reviewers are streamlined. Multiple versions of documents are no longer strewn about the organization in users' inboxes and outboxes. Instead, all versions are kept in one location and a single view clearly shows which users made changes and at what time.

Group Scheduling

Scheduling a meeting with more than two people can be a time consuming, frustrating process. Group Scheduling (commonly referred to as Free/Busy Scheduling) enables users to quickly and easily set up a meeting by automatically determining potential meeting times at which all participants are available. Each user's calendar information in Outlook is published to the IMail Server. When a user creates a new appointment or meeting, Microsoft Outlook builds a composite view of available meeting times by retrieving the calendar information for each respective attendee from the server. Users cannot see other users' actual appointments or make modifications to another's schedule, but once the information is published, all users can easily see when others are available for a meeting (see Figure 2). With Group Scheduling, meetings that required hours of phone tag and urgent email messages to set up, can be arranged with a few mouse clicks in a matter of seconds.

Figure 1

Figure 2

Global Address List

A Global Address list allows all users within an organization to share a centrally managed list of current contacts. This is especially useful for company directories, important sales contacts, partners, suppliers, faculty or staff listings. IMail Server Premium makes it possible for each individual within an organization to easily view the Global Address List in Microsoft Outlook. The same address list can also be leveraged in Webmail, ensuring that the latest contact information is always available to all users, no matter what interface they choose.
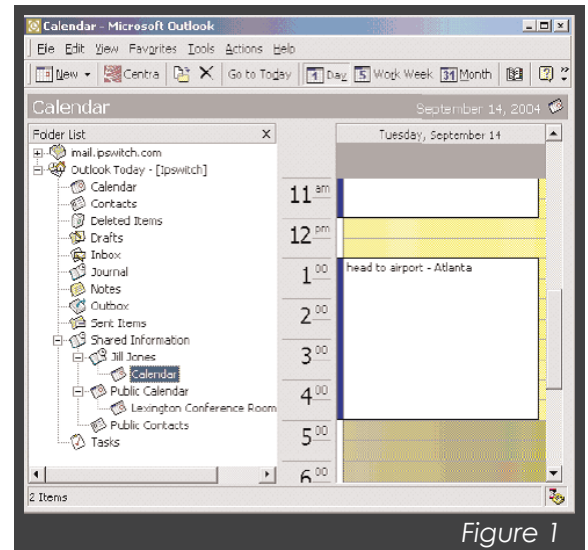
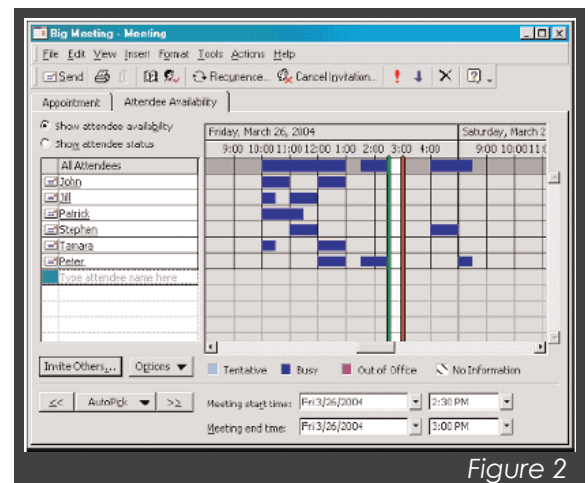## Mobile Synchronization

The ever expanding mobile environment has proven to be one of the most effective venues for business communication. IMail's use of Microsoft Exchange ActiveSync® enables organizations of all sizes to improve the speed of service, quality of communication, and effectiveness of collaboration between employees and customers. It has become essential for users to have access to contacts and email from their mobile devices, all of which are typically located only on the web or in personal address books on the computer. IMail Server's solution helps you to synchronize business critical information such as email, contacts and calendar appointments, easily manage your synchronization settings to transfer business documents between a supported mobile device and PC. Users can have access to all of their important contact information from remote locations.
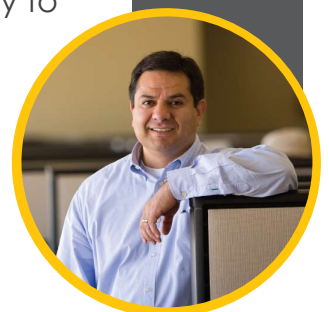
Instant Messaging

Many business users have readily adopted Instant Messaging (IM) as a means of facilitating collaboration in the workplace. Consequently, many businesses are experiencing extensive, unapproved internal use of external, public systems like AOL Instant Messenger and MSN Messenger. The immediacy and convenience of IM have made free consumer IM services very popular, both inside and out-side the workplace. From a business perspective, however, consumer IM services have several drawbacks. First and foremost, communication through these services is not secure, so any confidential information sent using free con-sumer IM is at risk.

Also, there is no uptime guarantee — a business has no recourse if the service becomes unavailable for an extended period or if the provider changes how the service works. And lastly, users can never be entirely sure of with whom they are communicating.

Ipswitch IMail Server's Instant Messaging capability eliminates these drawbacks, and makes Instant Messaging a viable, and valuable, business tool. With IMail Server, the entire IM system can be run behind the firewall, and intraoffice com-munications never leave the office. In addition, all communication is encrypted — including login, presence indications, messages, and file attachments — allowing users to communicate securely within the organization and with field offices and remote users. The creation of user accounts and server trust relation-ships with outside offices are managed by the organization itself, further enhancing security.

And with IMail Server, all messages pass through the company-managed server where they can be logged, archived, and if desired, monitored. The ability to encrypt, authenticate, monitor and archive communications transforms Instant Messaging into a risk-free collaborative business tool.

Who Benefits from Collaboration Tools?

The benefits of improved collaboration span across the entire breadth and depth of the business. The collaboration capabilities of Ipswitch IMail Server and Ipswitch Instant Messaging apply to all industries and to all levels of the organization.

These groups...	can...
Teams and Project Management	• Manage document revisions in a central location • Quickly schedule meetings with one message • Store project specific email messages in a shared folder • Rapidly contact each other accelerating group projects
Administrators and Executives	• Manage schedules with confidence with direct access and the ability to make updates as needed • Have task lists, project schedules and meeting notes on hand and ready for review
Human Resources	• Distribute company policies in read-only format for all employees to quickly access • Maintain a company directory • Post company events and holidays
Sales Force	• Maintain up-to-date contact information for important clients, resellers and partners • Access the latest sales tools developed by marketing • Quickly get answers to questions from tech support or other groups, even while on the phone with customers • Enable remote users to stay in contact with a central office for scheduling, inventory and progress reports
Operations	• Manage supplier contacts in a central location • Keep others up-to-date with shipment schedules
Educational Institutions	• Maintain and distribute faculty and staff contacts • Publish room assignments, holidays and important dates.
Service Providers	• Gain a competitive advantage by offering cost-effective collaboration tools to clients, and get them up and running in a fraction of the time needed for groupware products.

Cost-effective Collaboration for Smaller Organizations

For businesses of all sizes, success depends on getting more done with fewer people. Often, this requires individuals to work on multiple projects simultaneously and to work together more efficiently. At the same time, these organizations must constantly work to keep costs down by implementing software solutions that are truly cost-effective — both in the initial setup and in the long term. Ipswitch IMail Server meets the needs of small and medium sized business by providing powerful, straightforward collaboration capabilities without the cost and complexity of high-end enterprise groupware products.

About Ipswitch Messaging Division

Ipswitch Messaging Division delivers crucial communication and collaboration tools without the high acquisition and ongoing administrative costs of systems designed for large enterprises. More than 60 million people worldwide use Ipswitch Messaging software to communicate via the award winning Ipswitch IMail Server and Ipswitch Instant Messaging, support regulatory compliance and storage maintenance requirements with MailArchiva and Sonian Hosted Archival Systems. Along with an integrated Commtouch Anti-Spam technology, Ipswitch Messaging delivers secure anti-virus protection from BitDefender and Symantec.   For companies that want a turnkey collaboration system that includes e-mail, features that plug into Microsoft Outlook, plus integrated anti-spam and anti-virus support and an appealing, secure instant-messaging capability all in one, IMail Server delivers a collaborative set of core features and full-fledged groupware products like Exchange Server at a fraction of the cost. Supported by a world-class team of technical support engineers and customer service representatives, Ipswitch Messaging stands ready to apply its development know-how to help make your organization's messaging initiative a total success.