



Concepts

Help Documentation

Concepts

Roles of SmarterMail

SmarterMail is a feature-rich Windows mail server that brings the power of enterprise-level functionality and collaboration to businesses and hosting environments. SmarterMail is powerful enough to be used as a complete mail system that performs all of the following roles from a single server. SmarterMail installations can also be used to perform specific functions on mail networks to enhance an existing infrastructure or to gain performance—whether you are running SmarterMail as your primary mail server or to support another mail server that is having difficulty performing under the current load.

As you will discover, SmarterMail can be used to fulfill a variety of roles that can be deployed for little to no cost. Adding SmarterMail in one—or several—of these roles will increase the stability and longevity of your email system.

Provide a Feature-rich Primary Mail Server with a World-class Interface

Use SmarterMail as your primary mail server and provide customers with an unmatched email service that includes industry standard connection methods like POP3, SMTP, and IMAP4; multi-language support; and a browser-friendly design. In addition, SmarterMail delivers all of the coordination, communication, and world-class collaboration functionality that you expect through a familiar and intuitive Web interface. Users have access to shared calendars and the availability of their co-workers to schedule appointments. Tasks can be assigned and emails managed 24/7 with accuracy, speed, and security.

Reduce Server Load and Pre-scan Incoming Messages for Spam

Configure SmarterMail as your incoming gateway server and reduce the load on your primary server. In this role, SmarterMail can manage all incoming SMTP sessions and detect abuse and intrusion attempts. In addition, SmarterMail can also host third-party antivirus and antispam software, such as Declude, Trend Micro Server Protect, or JunkMail, and pre-scan messages prior to delivery to the primary mail server. Best of all, these functions can be integrated at no cost by downloading and installing SmarterMail Free Edition to operate as your incoming gateway server.

Reduce Server Load and Spool Outgoing Messages

In high-volume scenarios, SmarterMail can reduce primary server load by functioning as your outgoing gateway server to spool outbound messages. One benefit of configuring SmarterMail in this role is that it functions as an effective method to combat blacklisting and can help ensure a quick

system recovery. For example, if one of your IP addresses is blacklisted by an external email provider, you can resolve the issue by changing the IP address of the gateway server or turning off the gateway server until the IP address is removed from the blacklist (providing there are multiple gateway servers set up). In addition, this configuration of SmarterMail can run spam checks on outbound messages to prevent spam messages from being sent to remote servers, thereby reducing the likelihood of a blacklisted IP address. These functions can also be integrated at no cost by downloading and installing SmarterMail Free Edition to operate as your outgoing gateway device.

Ensure Up-time with a Backup MX Server

In the case that your primary mail server goes down, ensure that your users will continue to receive incoming email by setting up a backup MX server. When the primary mail server cannot be contacted, email servers on the Web will attempt delivery to the backup MX server. When the primary server comes back online, the backup MX server will deliver all held email.

Use One Server for All of Your Needs

SmarterMail's unique configuration system allows the flexibility to configure a server to function in a single role or in multiple roles at once. For example, SmarterMail can be configured to function as both the incoming and the outgoing gateways, which will improve the flow of traffic through your network without large cost increases.

SmarterMail and Microsoft Exchange An Administrative Comparison

Who Should Use This Document

This document provides a comparison of SmarterTools' SmarterMail Enterprise mail server software and Microsoft's Exchange 2010 Enterprise mail server. It is designed specifically for server and system administrators and provides information on the hardware, software and licensing requirements of both products, with an overall cost breakdown in each category.

It is equally important to review the end user experience for both products as well. Therefore, please review the white paper SmarterMail and Microsoft Exchange 2010: An End User Comparison for a more complete feature-by-feature comparison of both products from the end user's point of view.

For the purpose of the comparison in this document the following criteria were used:

- Based on a small to medium business (SMB) utilizing multiple domains, potentially for multiple brands.
- Up to 250 mailboxes populating the mail server. This is simply a user limit for the sake of comparison and in no way infers a maximum user limitation, either within Exchange or

SmarterMail.

- Accommodations for organizations wanting both webmail access as well as organizations wanting a mixture of webmail and standard desktop email clients.
- Mobility using multiple “smart phones” (e.g., Apple iPhone, Samsung Galaxy SIII / Note 2, LG Optimus 9, Nokia N-900) and other mobile devices (e.g., Apple iPad, Android tablets).
- Complete synchronization across a variety of mobile and desktop environments.

Overview

At first glance, comparing a mail solution against the historical significance of Microsoft’s Exchange Server may seem like a rather daunting task. After all, a study in 2008 estimated that a full 65% of workers worldwide were using Microsoft’s email server. However, at that time there was a lack of competitive products that offered comparable functionality. That is no longer the case, and once you start peeling layer upon layer of complexity away from the Exchange infrastructure, vulnerabilities begin to appear. This is especially true when you look at Exchange from an administrative standpoint.

With that in mind, there are several areas where SmarterMail Enterprise far surpasses Exchange Server 2010—areas that are of vital importance to small businesses and server administrators alike:

- Licensing — All of the software required comes with a cost—and that can be high on the list of priorities when planning out a new system or even a migration/change of an existing system.
- SmarterMail has a much smaller footprint and lower cost of entry and, as you’ll see, a lower long-term cost as well.
- Requirements and planning — There are hardware and software considerations when planning to build out an email and messaging platform. Exchange is well known for its complexity and difficult planning and installation requirements.
- SmarterMail offers a simpler set of requirements and nothing more than basic server administration and implementation skills are necessary.
- Management and Maintenance — Once the mail server is installed, someone needs to be able to monitor the day-to-day activity and health of the server, users need to be added or removed, settings need adjusted, and more. Being able to perform these tasks quickly, easily and from anywhere is extremely important.
- SmarterMail provides a simple and understandable set of management and maintenance tools built into an “access anywhere, at any time” web-based interface.
- Backups/Restores — Storage and recovery capabilities of online communications is hugely important. What options are there and what are the costs?

- SmarterMail can be backed up and restored using standard backup and recovery technology. No further investment in specialized hardware or software is needed.

Comparison of Licensing

From a licensing perspective, a clear and concise licensing structure makes it much easier to plan out both an initial installation as well as any migration. Taking this into account, is it better to require an all-in-one licensing model or one that requires virtually each individual piece to have its own licensing requirement?

Server Licensing

First, let's look at simple server licensing costs. This is licensing solely for the mail server software that is installed. Remember, for the purposes of this comparison we are going to look at a business that requires up to 250 mailboxes.

- Exchange 2010 — Enterprise is \$3,970.00.
- SmarterMail — Enterprise licensing for 250 mailboxes is \$499.00.

Client Access Licensing

A CAL is simply what the name implies: it's a license required for a client—whether that is a user or a device—to access a server.

- Exchange 2010 — Requires user or device CALs, depending on how or what is connecting to the Exchange server.
- A user CAL is generally defined as a license for the person connecting, regardless of whether they connect via Microsoft Outlook, webmail or mobile device. User CALs are approximately \$42.00 each.
- A device CAL is defined as a license for each device that is connecting (e.g., desktop, mobile device, etc.). Device CALs are approximately \$68.00 each.
- SmarterMail — Does NOT require individual licensing for each person or device that accesses a mailbox. In fact, you can buy a license that will accommodate the number of mailboxes you need—plus give you some room for growth. Whether you need 250 mailboxes, 500 mailboxes, 1,000 mailboxes or even an unlimited number, there is a licensing model to fit your need (SmarterTools even offers a fully-functional Enterprise license for 10 mailboxes as a free trial).

Employee Expense

Employee expenses are somewhat subjective. With Exchange you have a very complex infrastructure, requiring multiple server roles, high-end hardware and software, and extensive project planning and management. On the other hand, SmarterMail offers a much simpler installation requirement and

footprint. On these merits alone, the employee expense incurred with just the installation of Exchange—not to mention the day-to-day management and maintenance of it—logically dictates that a very experienced and well-trained individual or group is required. This, in turn, equates to a higher cost.

With SmarterMail, an existing employee with a good grasp of server technologies and management skills is all that is required. That's how SmarterMail was built: with ease of use and ease of management in mind.

Comparison of Requirements and Planning

Rather than looking at the overall feature set of both products, let's take a close look at the requirements of both Exchange 2010 and SmarterMail.

Hardware

- Exchange 2010 — Requires 64-bit architecture. While not an issue at first glance, this restriction may require separate servers for each server role in the Exchange setup. This can be problematic for businesses wanting to use existing legacy hardware or that lack capital to invest in new hardware. Also, Exchange requires several server roles, managing various parts of the platform. This could mean the need for multiple servers.
- SmarterMail — Has a very acceptable minimum set of hardware requirements. This means businesses can run on either 32-bit or 64-bit hardware. As there are no server roles to configure, a single server may be all that is required. In fact, SmarterMail can run on an existing server in a dual-use role. That is, SmarterMail can run on a Web server or file server and doesn't require its own hardware to run.

Software

- Exchange 2010 — There is, of course, mail server licensing (either Standard or Enterprise) to consider. Additionally, Exchange requires Client Access Licenses (CALs) for each mailbox/user and in order to get security and antivirus, Enterprise CALs are required - at a substantially higher cost. And all needs to run within an active directory tree. Finally, Exchange 2010 must be run on a 64-bit version of Windows Server 2008.
- SmarterMail — A simple purchase of the mail server is all that is required. Antivirus and antispyware are included with SmarterMail Enterprise, but there are options to increase coverage with Cyren (formerly Commtouch). In addition, SmarterMail does NOT require a 64-bit version of Windows Server, making it incredibly easy to set up on an existing 32-bit or 64-bit server.

Planning the Architecture

- Exchange 2010 — As mentioned, Exchange has multiple different server roles (edge transport, hub transport, mailbox, client, etc.) running within an active directory tree. As noted earlier, each role may require separate servers. That means extensive planning is required, from active directory on up to actual Exchange server installation.
- SmarterMail — Considering hardware and software requirements, one server can act as the mail server and also run any necessary antispam and antivirus add-ons. Furthermore, SmarterMail also does not require active directory, although it can integrate into an active directory tree so single-authentication can be used throughout an existing infrastructure. It should be noted, however, that the lack of an active directory requirement may reduce the time needed to plan out an implementation and installation strategy.

Management and Maintenance

With any software implementation, system and server administrators are challenged with keeping tabs on the mail server(s) hardware and software. Furthermore, there are day-to-day tasks, things like user management, domain management, management of blacklists and content filters, and much more.

Management and Maintenance

- Exchange 2010 — As Exchange runs on a server OS, the majority of management and maintenance of the server has to be performed on the server. That means administrators generally have to remote or console into the server. In addition, management occurs via an Exchange tool that plugs into the Microsoft Management Console (MMC). If an administrator is offsite, these connections must occur through secured VPN. All of this can decrease the connection speed and therefore increase the time it takes to complete even routine maintenance tasks. Besides, it's a somewhat convoluted and complex setup.
- SmarterMail — SmarterMail offers a powerful and extremely accessible web-based administrative front end. With the ability to set up different roles (e.g., system administrators vs. domain administrators), plus the ability to set up multiple, different system administrator accounts (so no one has to share logins, which results in better tracking and change management) SmarterMail administration is fast, is easy, and it can be accomplished on-site or remotely using any standard browser. SSL connections are available, and you can even limit access to the admin area by specific IP, further enhancing security. And unlike the Exchange plug-in for the MMC, SmarterMail's administrators have access to numerous reports, from incoming/outgoing spam to server health, disk space usage to abuse detection.

Learning Curve

- Exchange 2010 — When looking at everything that goes into planning an Exchange installation, there's no doubt the people planning and carrying out the installation are professionals. This, in turn, means they significantly factor into the costs associated with that installation. In addition, there are possibly increase employee costs for the level of individual necessary to manage and maintain an Exchange infrastructure. Most system and server administrators for Exchange have years of experience and untold hours of training and product-specific education under their belts. Therefore, they won't come cheap.
- SmarterMail — SmarterMail runs in a very simple, very easy to manage and maintain environment that is not unlike any base server installation. Therefore, a company can get by with existing staff and existing system and server administrators. The learning curve is much easier to manage with SmarterMail as standard server administration knowledge is about all that is required.

Backups and Restoration

Your data is only as good as its most recent available backup. And even then, a backup isn't of any use unless it is recoverable and restorable. However, backups and restoration of data do not have to be complex and expensive initiatives.

- Exchange 2010 — Exchange can be backed up with most existing backup technologies. However, its one big exemption is that Exchange requires a separate and specialized backup agent in order to be able to back up mail files. Anyone who has priced these agents out knows this an expense to them, and in many cases the expense can be substantial.
- SmarterMail — SmarterMail can be backed up with any existing backup technology and does NOT require the use of a separate, specialized agent. This reduces the costs of backup and restoration and also is one less thing for administrators to manage and maintain on the mail server.

Summary

When you look at all of the differences between Exchange 2010 and SmarterMail a few things really stand out:

- The planning necessary for an implementation of Exchange 2010 is far more detailed and involved than what is necessary for an installation of SmarterMail. With Exchange, you don't simply set up a Web server and a database. Things like active directory trees need to be considered, plus the necessity of various server roles—how to configure each role, figuring out what can you combine into a single server, planning how to configure the server connections

and interactions, etc. Complexity is Exchange's strong point; simplicity and ease-of-use are SmarterMail's.

- Licensing is generally a sore spot with most software implementations. However, it's extremely apparent that you get just as much with SmarterMail as Exchange, but with substantially less payout. Looking at the comparison tables alone demonstrates a 5X to 11X savings with SmarterMail over Exchange.
- Requirements, both from a hardware and software standpoint, again point to SmarterMail being a much wiser investment than Exchange. Minimal server OS concerns, no active directory (unless you need it), and much more flexible hardware options all place SmarterMail above Exchange.
- When looking at maintenance and management, plus the learning curve required, SmarterMail again gets the nod. Without the need for lengthy training or education, and simple server administration experience all that is required, SmarterMail is easily administrated by existing employees, again saving time and money.

Trust and Availability

There's no doubt Microsoft has the name. They've been around a long time, and have a long history of building quality software and being on the leading edge of technology, especially when it comes to providing a robust and feature-rich email solution. However, becoming one of the largest, if not THE largest, software and services company doesn't come without some sacrifice. These sacrifices tend towards offering reliable, accessible access to support and customer service, at least affordable access to these critical needs.

That's where SmarterTools comes in.

Over the last eight years SmarterTools has grown to over 15 million users, but still sees each user as important. They have grown through investment in products and development versus in advertising and marketing, building SmarterMail into one of the most popular and respected mail servers on the market. They realize how safe, secure and reliable communication is vital to each and every user of their product. That's why SmarterTools offers services that cater directly to their customer base:

- Access to LIVE tech support, 24/7/365
- Upgrade and installation services
- A popular, free public community to interact with support and fellow users
- Responsiveness to customers that often leads to product enhancements

While it may be true SmarterTools doesn't have the name recognition as Microsoft, what is certainly not up for debate is SmarterTools' commitment to their customers, to their products, and to their desire to create the most reliable and secure mail server solution on the market.

Taking all of this into consideration, it may not be a question of “why move to SmarterMail from Exchange,” or “why choose SmarterMail over Exchange,” but more a question of a “why not ?” 1 <http://www.ferris.com/hidden-pages/ferris-research-completes-most-comprehensive-survey-of-business-email-systems-to-date/>

SmarterMail and Microsoft Exchange An End User Comparison

Who Should Use This Document

This document provides a comparison of SmarterTools’ SmarterMail Enterprise mail server software and Microsoft’s Exchange 2010 Enterprise mail server. The comparison is from the end user’s point of view.

It is equally important to review the system and server administration experience for both products as well. Therefore, please review the white paper SmarterMail and Microsoft Exchange 2010: An Administrative Comparison for a more complete comparison of both products from the administrative point of view.

For the purpose of any comparisons in this document the following criteria were used:

- Based on a small to medium business (SMB) utilizing multiple domains, potentially for multiple brands.
- Up to 250 mailboxes populating the mail server.
- Accommodations for organizations wanting both webmail access and standard desktop email clients.
- Mobility using multiple “smart phones” (e.g., Apple iPhone, Samsung Galaxy SIII / Note 2, LG Optimus 9, Nokia N-900) and other mobile devices (e.g., Apple iPad, Android tablets).
- Complete synchronization across a variety of mobile and desktop environments.

Overview

Email is the cornerstone of modern communication. In fact, even after the growth in various forms of social media like Twitter and Facebook, email is still considered THE "Killer App." As such, it is of vital importance that email communication is as secure, stable, powerful and versatile as possible. With SmarterMail, you get tools to not only make your email experience more enjoyable, but safer and more secure as well.

In addition to protecting users, SmarterMail offers a flexible and versatile set of tools for users to access email. These tools include an advanced webmail interface that can be used with most popular Web browsers, synchronization protocols such as CalDAV, CardDAV, Microsoft Exchange

ActiveSync and Exchange Web Services for mobile devices like the Galaxy S4 and Apple's iPad, and integration with desktop clients such as Microsoft Outlook, Microsoft Outlook for Mac, Apple Mail and Mozilla Thunderbird.

Of course, there are other products that do the same; Microsoft's Exchange is one example. However, once you start comparing the two products it is evident that SmarterMail Enterprise far surpasses Exchange Server 2010 in many areas:

- **Collaboration** — This means the ability to share things like your daily calendar, your contacts, and even your tasks. From a calendar standpoint, equally important is the ability to set up meetings and check the availability of your friends and colleagues.
- SmarterMail contains virtually identical collaboration tools as Microsoft Exchange and adds a few extra, such as file storage and file sharing.
- **Security and Antivirus** — Computer/infrastructure security from online threats is a big concern, so this section discusses included options as well as third-party integration.
- SmarterMail offers powerful antivirus measures without the need to purchase third-party add-ons (although you can, if desired).
- **Antispam** — According to Symantec's MessageLabs, spam is responsible for over 88% of all email. Options to combat these numbers, both included as well as third-party integration, are discussed in this section.
- SmarterMail offers industry-standard antispam measures upon install without the need to purchase third-party add-ons (although you can integrate third-party solutions, if desired), with over 97% of spam blocked with a default installation.
- **Synchronization and Mobility** — According to a Pew Internet study 1, 26% of adults own an e-reader, whereas 31% own a tablet computer. In addition, 55% access the Internet on a mobile phone. With that kind of growth and reach into everyday life, what are the options in Exchange and SmarterMail?
- SmarterMail offers a number of ways to sync with your mobile devices and actually beats Exchange in some cases by supporting multiple synchronization options.
- **Access to Information and Email Migration** — Having access to information is crucial in today's fast-paced environment. You need to know what's going on in the world, you need to keep track of contacts and your interaction with them, and you need to know your own status within your organization: your usage stats, your available space, both for your email as well as for your files, and much more.
- SmarterMail offers a number of "push" type technologies that give you the ability to subscribe and manage RSS feeds, reporting options of virtually all of your email usage, detailed contact

information, and a quick and easy way to migrate your files, contacts, calendars and emails into SmarterMail—all within the robust webmail interface, giving you access to this information anytime, anywhere.

Collaboration

Collaboration is simply the ability to share information with friends and co-workers, from your calendar to your contacts. Additional features include the ability to schedule appointments with people, check their free-busy availability, reserve conference rooms, modify shared tasks, share contacts and “virtual cards” (vCards) and more.

Shared Calendars, Contacts, Tasks and Notes

- Exchange 2010 — One of the more notable and powerful features the Microsoft introduced with Exchange is the ability to share calendars, contacts, notes and tasks with other people in an organization.
- SmarterMail — SmarterMail also offers sharing of calendars, contacts, tasks and notes. However, SmarterMail offers a way to store documents and other files and link to those in emails and tasks so others can access them as well. As an aside, while you can share links to the files, you don't have to, making SmarterMail's file storage feature even more versatile.

Security and Antivirus

Everyone wants their email to be secure—secure from virus infection, free from phishing attempts, and free from malware and dangerous attachments. Additionally, no one wants their mail servers used for spamming or for attacking others as that can lead to untold hours of downtime once unwanted activity is detected and dealt with—both internally and by those affected.

Antivirus

- Exchange 2010 — Does NOT contain any antivirus protection out of the box. That means that it must be added after the fact and can end up costing more money. At the very least, the Enterprise Client Access Licenses (CALs) are needed in order to use Microsoft's Forefront Security Suite.
- SmarterMail — Each installation of SmarterMail contains industry standard antivirus protection through Clam AV. This is at NO EXTRA COST to users. SmarterMail also offers the ability to add in a number of other antivirus applications and services, including Cyren (formerly Commtouch) Zero-hour Antivirus.

Other Security Features

- Exchange 2010 — Exchange offers the ability to send/receive email using Secure Socket Layers (SSL), offers active directory authentication (actually, active directory is required for

Exchange), and SMTP authentication by domain. This latter option means that a user must provide an authenticated username and password in order to send email from the server.

- SmarterMail — SmarterMail includes all of the features listed above, but also takes things further by offering email administrators a large number of whitelisting/blacklisting features, brute force detection, automatic denial of service (DoS) prevention, automatic harvest attack prevention and more. This is an added layer of security that protects users from unwanted events hampering communication.

Antispam

Spam is, without a doubt, the scourge of the internet. In 2012, researchers at Microsoft and Google estimated that spam costs society up to \$20 billion, a figure comparable to the GDP of Bolivia. 4 . Factor in the time and money spent by people during their off hours, and that number can grow significantly.

Available Antispam

- Exchange 2010 — Just as with antivirus, Exchange does not offer any antispam protection out of the box for a user's inbox. It requires a third-party solution or Enterprise CAL. That's not to say Exchange doesn't offer antispam measures for the server and for sending email (things like domain keys and DKIM, trusted senders, SPF records, etc.).
- SmarterMail — Similar to its antivirus protection, SmarterMail offers industry-standard spam measures on a variety of fronts. For example, SmarterMail supports more than 24 separate industry black lists as well as SPF, DomainKeys, and DKIM. In addition, SmarterMail offers further protection through a proprietary pattern matching engine built upon the SpamAssassin technology and support for remote SpamAssassin servers at no additional cost to end users. SmarterMail also supports Cyren Premium Antispam, which can be included for a minimal yearly license fee.

Mobility and Synchronization

With more and more of today's workforce occupying home offices or finding themselves on the go, having an email system that can not only accommodate mobile devices—beyond simply smartphones and including iPads and Android tablets—is essential. In addition, people no longer just text or email each other, they share photos and documents as well.

Mobility and Synchronization

- Exchange 2010 — Exchange ActiveSync (EAS) is a Microsoft technology that is built into Exchange, giving users on the domain the ability to share contacts, calendars, notes and tasks. In addition, Exchange email can be accessed from a variety of email clients like Outlook, Outlook Express, Entourage and more.

- SmarterMail — SmarterMail also supports Exchange ActiveSync as an optional add-on. However, SmarterMail also supports a variety of open source synchronization technologies like SyncML and specific contact and calendar protocols like CardDav and CalDav (for most Apple products, as well as third-party support for Android and upcoming support on Windows Phone). Therefore, while SmarterMail supports EAS as a best-in-breed paid add-on, it may not be required in some situations. SmarterMail also syncs with a variety of email clients such as Outlook, Entourage and Thunderbird. In addition, SmarterMail's webmail client is extremely robust and offers a fully functional email interface for mobile and remote users that is accessible from anywhere there is an Internet connection.

Access to Information and Email Migration

In addition to email, users expect a single interface for a variety of other communications mechanisms. In addition, transitioning from one mail system to another and the movement of email and contacts can be difficult at best. Both the gathering of information—whether in the form of news feeds or contact information—and the migration of your email communication should be as seamless and pain-free as possible.

- Exchange 2010 — The use of Outlook with Exchange means you have a single source for your RSS reader (for reading subscriptions to blogs and news outlets). The feeds you subscribe to from within Outlook translate to your Web App access as well. However, you can't subscribe to RSS feeds from Outlook Web App—those feeds can only be managed from with the Outlook client. In addition, using Outlook gives you the ability to see a variety of information about your contacts. Again, however, that information is only available from within the Outlook client. Also, what if you wanted to know about your email usage patterns? What about the amount of disk space you used compared to the amount you have available? These reports are not available, either from Outlook Web or from the Outlook client. And what if you wanted to be notified if a particular contact sent you an email? What if you wanted to know when your mailbox reached a certain disk limit? None of that information is available from Exchange. Yes, you can create rules in Exchange and Outlook, but those are for email management, not email notification. Finally, while Exchange itself offers the ability to migrate email accounts from one system to another, this isn't possible for end users and must be accomplished by an administrator.
- SmarterMail — SmarterMail brings power to the webmail interface with the ability to subscribe and manage your RSS feeds right from a browser window. In addition, if you want to know your usage stats, that information is at your fingertips plus information on your traffic stats, POP/IMAP usage, any errors you've received—all of this across any date range that you can manage and set. As for contact info, SmarterMail gives you access to a number of related items when you view your contacts: recent emails plus the total number of emails you've

received from that contact, any appointments, and a list of all the attachments you received. As for events, SmarterMail has them: you can set up events on collaboration features, email or even your disk usage. Events let you know when something occurs, so you have the information you want when you need it. Finally there are the migration tools. Once your account is set up in SmarterMail, you have the ability to manage the migration of email to that new account, regardless of whether it is from Gmail, Hotmail or any other POP/IMAP account. The tools are yours to use at your convenience. And don't forget: all of this is available from an access anywhere, at any time browser-based interface. You're not restricted to a single email client that resides on a computer you may, or may not, have access to.

Summary

When you look at all of the differences between Exchange 2010 and SmarterMail a few things really stand out:

- The collaboration features match on practically a one-to-one basis. Therefore, it amounts to the branding issue—just like people buy Nike shoes over Adidas. The sneakers are practically identical, but people just recognize the Nike brand since it's associated with so many sports figures.
- SmarterMail offers antispam and antivirus at no additional cost upon installation. While you can use add-on services and applications (like the wonderful products from Cyren), there's no need.
- Mobility and synchronization are the future, and SmarterMail is there.
- The information is right there, at your fingertips—from anywhere, at any time. Whether it's information on who has sent you what, or if you need to find that spreadsheet that the CMO sent; whether you want to know when you reach 75% of your disk space capacity or need access to your RSS feeds, SmarterMail offers it all right from your Web browser.

Trust and Availability

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1 <http://pewinternet.org/Commentary/2012/February/Pew-Internet-Mobile.aspx>

2 <http://www.message-labs.com/intelligence.aspx>

3 <http://www.pewinternet.org/Reports/2010/Mobile-Access-2010.aspx>

4 The Economics of Spam, Justin M. Rao and David H. Reiley