



The Radicati Group, Inc.
www.radicati.com

Beyond Email

A Radicati Group Webconference

9:30 am, PT
February 21, 2013

Speakers & Agenda



The Radicati Group, Inc.
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Speakers:

- ▶ Rafael Laguna, *CEO, Open-Xchange*

Agenda:

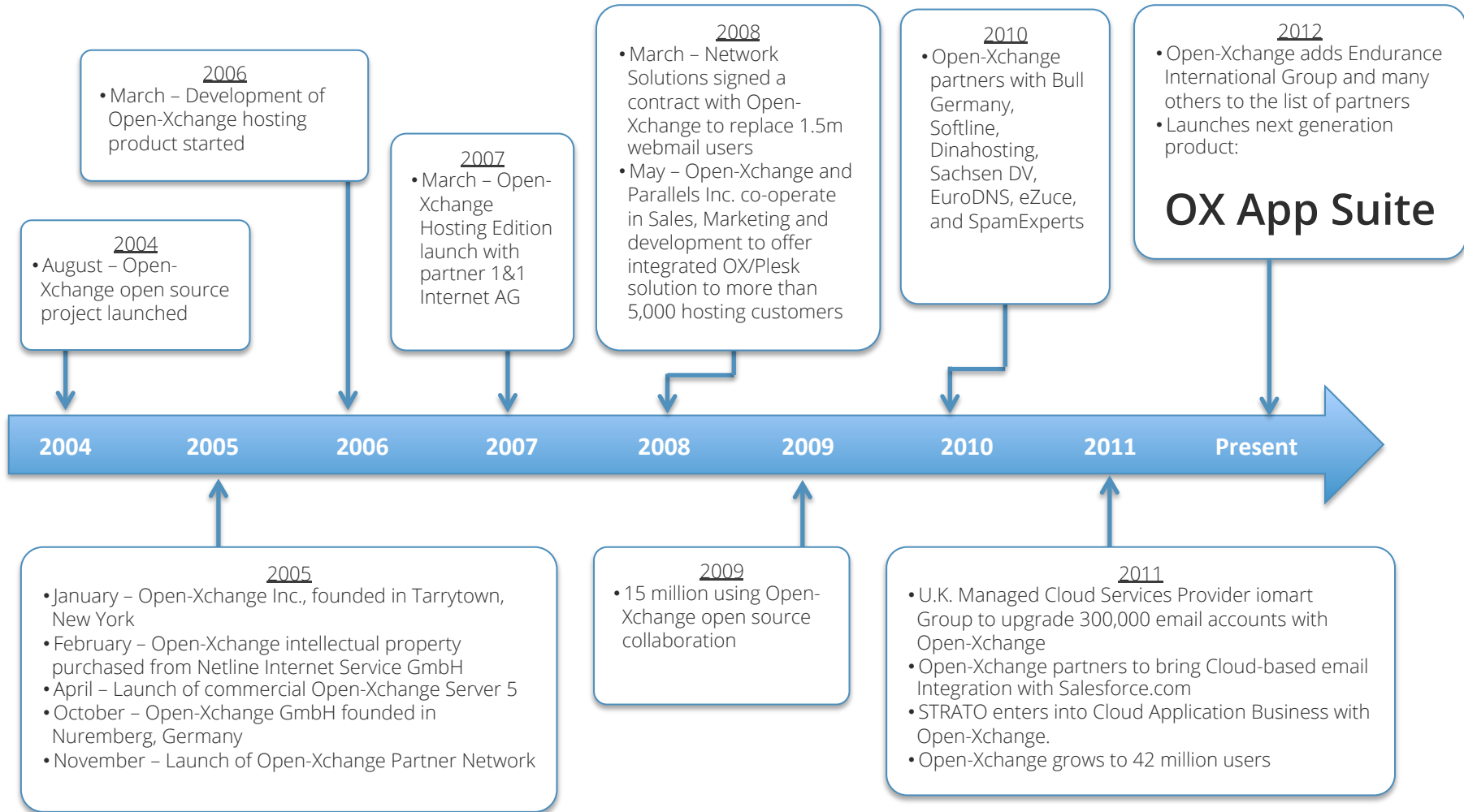
- ▶ *Overview Presentation from Open-Xchange*
- ▶ *Guest Speaker Discussion – moderated by Sara Radicati*
- ▶ *Audience Q & A session*

A goldfish is captured mid-jump, leaping from a smaller glass fishbowl on the left into a larger glass fishbowl on the right. The background is a clear blue sky with soft, white clouds. The fishbowl on the right is significantly larger than the one on the left, and the goldfish is positioned above the water level of the larger bowl, with a splash of water trailing behind it.

Open-Xchange | Beyond Email OX App Suite

Rafael Laguna de la Vera, CEO

Open-Xchange, AG



Open-Xchange at-A-Glance

Global traction. Local action.

- **SaaS growth:** Total paid webmail user base:
15M in 2009 // **24M** in 2010 // **45M** in 2011 // **60M** 2012
- OX value proposition focus on **consumer and SMB segments** indirectly through provider partners
- **HQ** in Germany, offices in Nuremberg, Hamburg, Berlin and Olpe. **US** offices: Ardsley on Hudson NY, San Jose CA
- Sales Operations in Europe, NA, SA and Asia
- Global Technology Partnerships

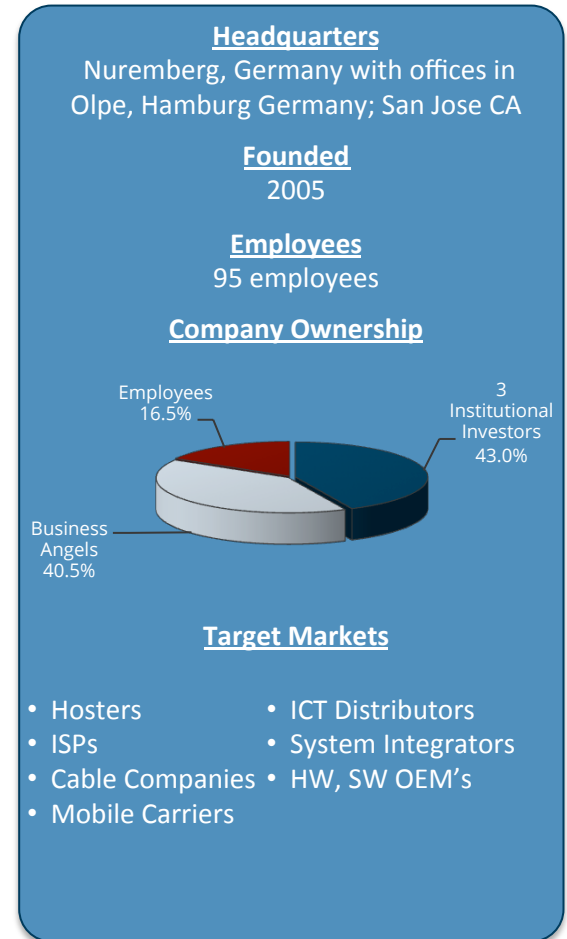
Executive Summary

Company Background

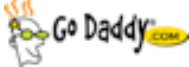









Privately held SaaS platform technology company providing a browser based application suite with mail, file, collaboration and productivity applications for consumers and business. It is sold to web hosting companies, ISP's, telecommunications and IT service companies that sell integrated services.

Products: Open-Xchange Server 6, and OX App Suite (12/18/12)

- Hosted solution for web hosts, ISPs, telecommunication companies and IT service providers offering business email and groupware as a SaaS solution. Undisputed market leader in the Hosting industry
- Server based solution for all small and medium-sized enterprises that can be integrated into an existing IT infrastructure



Hosting Providers Worldwide Market Share

Rank	Firm	2011	2012
1	 Go Daddy	\$914.3	\$1,005.7
2	 T&I	\$486.3	\$510.6
3	 web.com	\$400 - 500	\$500+
4	 SOFTLAYER®	\$300-400	\$405.1
5	 Endurance International Group	\$200-300	NA
6	 GMO INTERNET GROUP	\$227.8	\$250.5
7	 rackspace	\$150 -200	NA
8	 NTT	\$150 -200	NA
9	 YAHOO!	\$169.3	\$177.7
10	 STRATO	\$156.5	\$172.1



Annual revenue of Top 10 Global Hosters

(1) All figures in millions (US\$).

Source: Tier1 Mass Market Hosting Report.

Open-Xchange Strategy

Provide the best Web Application Platform for Service Providers and On-Premise deployments alike

World leading SaaS platform for messaging, collaboration, productivity and consumer services delivered by Providers like Hosters, Wireless and Cable Carriers, as well as cloud and SaaS companies.

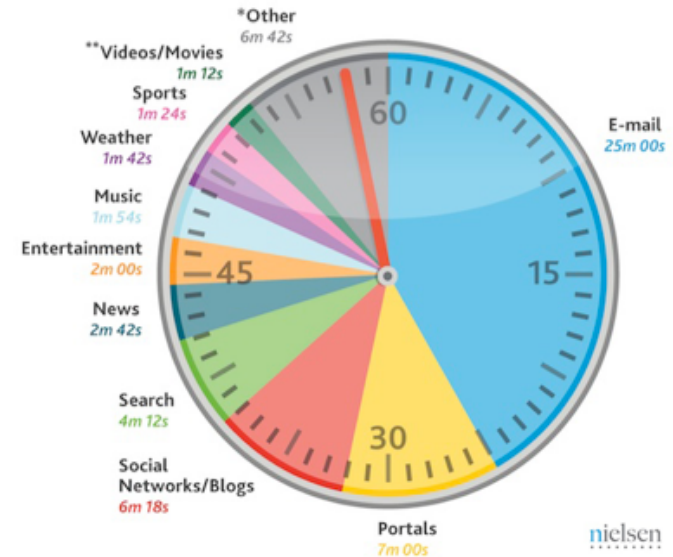
- Only available full product suite for Service Providers to counter Microsoft, Apple and Google direct offerings (*Office365, iCloud, Google Apps*)
- Carrier-grade solution to enable Providers to deploy a cloud-based (SaaS) experience that is device independent, extendable, brandable, stable and secure

The Relevance of Email

Be where the eyeballs are

The standard for smartphones includes email and social media: the top two usages of mobile internet time.

- In the UK 67% of smartphone users accessed email through their mobile device*
- 82% of smartphone users check and send email with their device**
- There is a growing need for mobile groupware and shared collaboration in SMB space



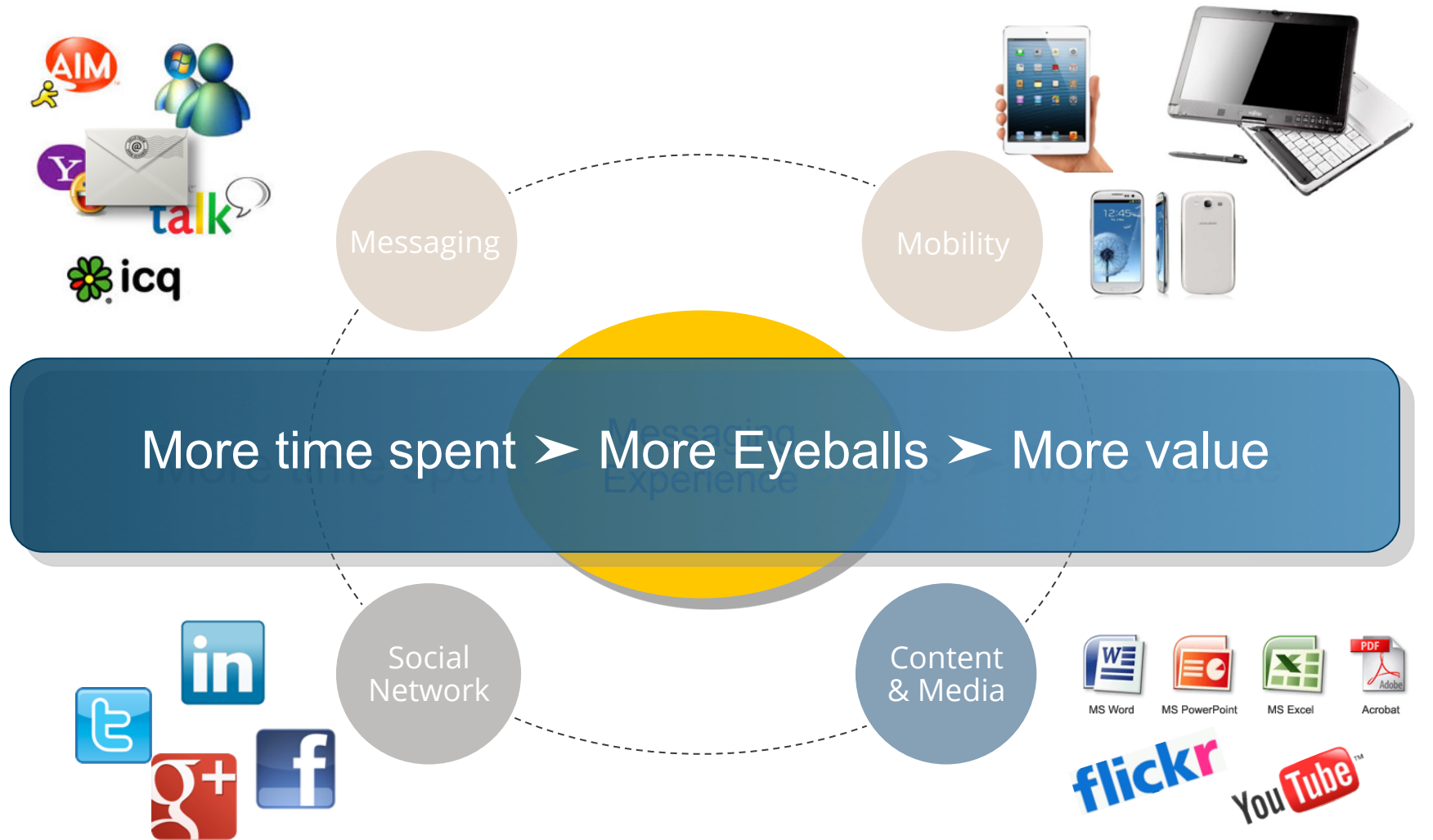
Source: Nielsen Mobile Media View Internet (May 2010)
* Other refers to the 14 remaining online sectors visited from mobile phones
** The Videos/Movies Category refers to time spent on video-specific (e.g., YouTube, Yahoo! Videos, Hulu) and movie-related websites (e.g., IMDb, Blockbuster and Netflix) only. It is not a measure of video streaming or inclusive of video streaming on non-video-specific or movie-specific websites (e.g., streamed video on sports or news sites).

Email: 2 hours 49 minutes daily

Integration means more than social

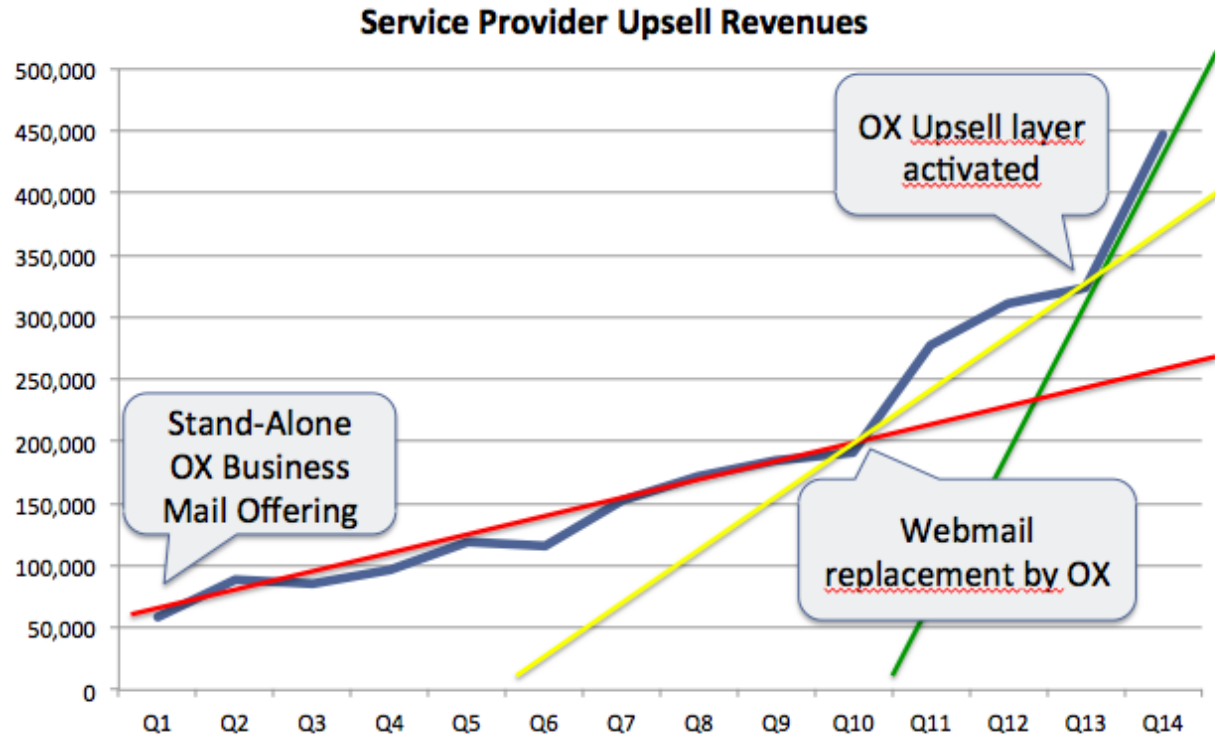


The Seamless Messaging Experience



ARPU on Steroids

Enable additional service activation within web interface.



OX App Suite
Fighting *Featuritis*

Why OX App Suite?

It's about the user

OX App Suite is the only web desktop based on open standards with integrated productivity and communications applications easily accessible and simply intuitive, the way individuals work and everywhere they are.



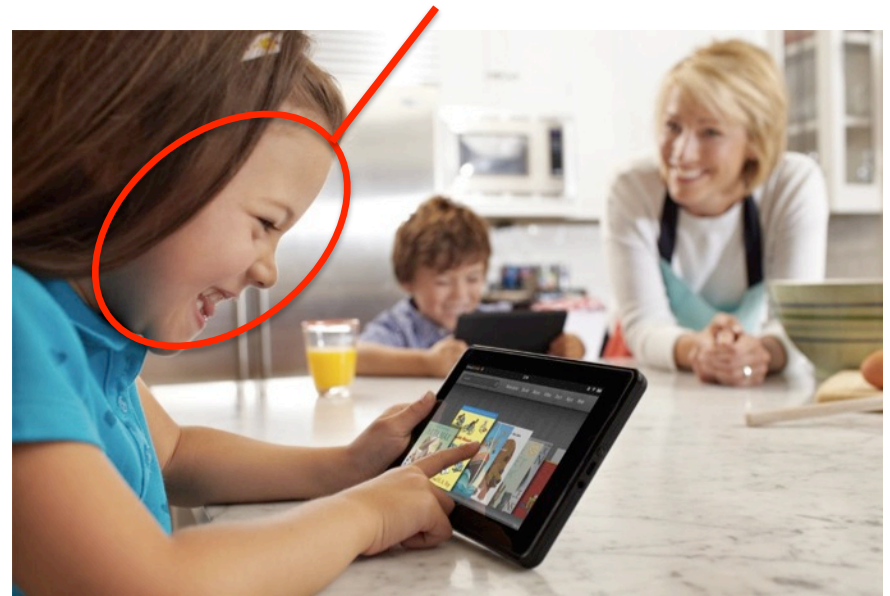
Why OX App Suite?

Different by design

Current alternatives are here



OX App Suite is here



Think Data, not Device

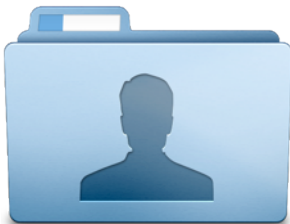
Be your own data



Roadwarrior



Gadgeteer



Professional



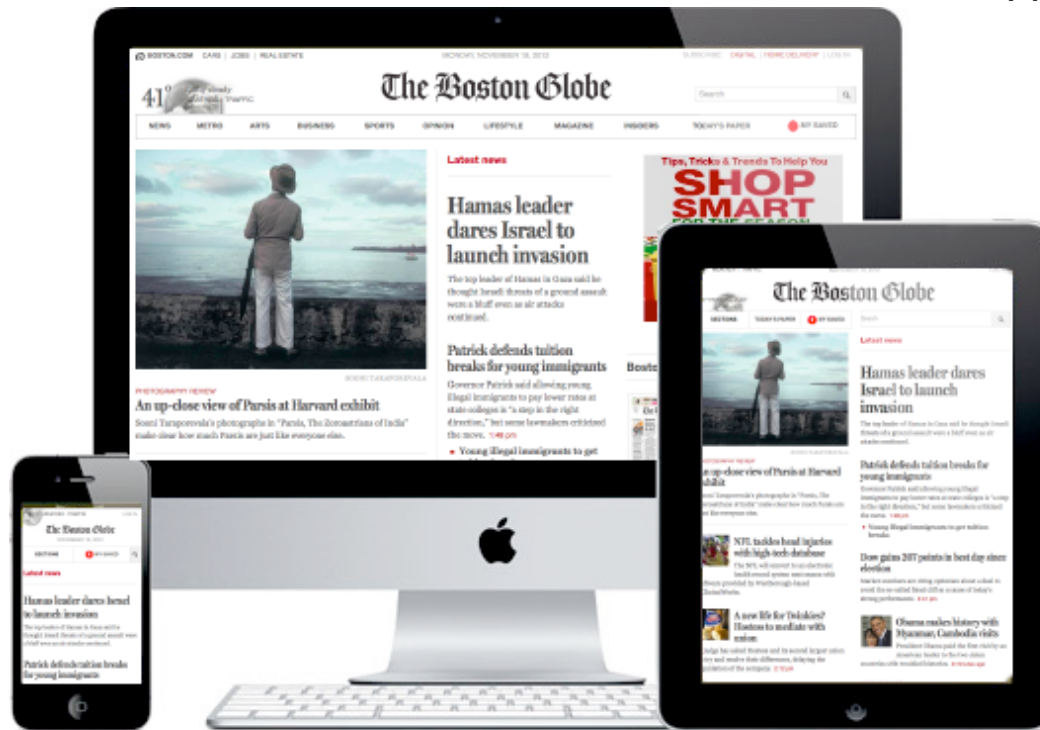
Consumer

Same App on all devices

Responsive design

True touch experience

Fluid grid & flexible images



Websites/apps 'Mobile First'

Reach users across all touchpoints (i.e. devices)

All-in on HTML5

A free and open App ecosystem

Distribution

HTML5 is distributed through the rules of the open web: the link economy (no platform owner control)

Monetization

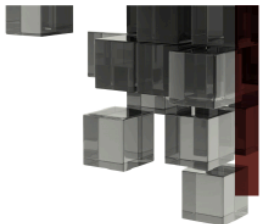


HTML5 apps will tend to be monetized through advertising

Platform power and network effects

Now: developers have to conform with Apple's rules (creates network effects and lock-in). Then: developers build (i.e. iPad) functionality on the web using HTML5 and cut Apple out of the loop.

Changing the Game

For service providers, telcos and OEM's



ARTICLE

Open-Xchange transforming email with OX App Suite

Posted on November 19, 2012 at 12:49 by Philbert Shih

Summary: Open-Xchange is set to roll out the OX App Suite later into 4Q12.

Details: OX App suite is the latest iteration of the Open-Xchange messaging and collaboration platform – complete with a re-name (formerly known as Open-Xchange Server) and significantly enhanced user interface and approach. OX App Suite, built with HTML 5 and JavaScript, is designed to replicate a desktop experience across the browser, device and operating platforms. On top of this, OX App Suite is moving beyond the more “traditional” messaging and collaboration functions of email, calendars, tasks and contacts. App Suite now aggregates and consolidates personal data such as documents, photos, music and videos from email services like Gmail or Hotmail and social networks like Facebook or LinkedIn.

More details: OX App Suite stores and synchs data in its original state when a browser crashes or a user goes offline. Perhaps the biggest shift is the transition from email to Open-Xchange App Suite as a platform for applications. OX App Suite will support third party and proprietary application integration with the suite. Service providers will have control over

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Design: German Engineered

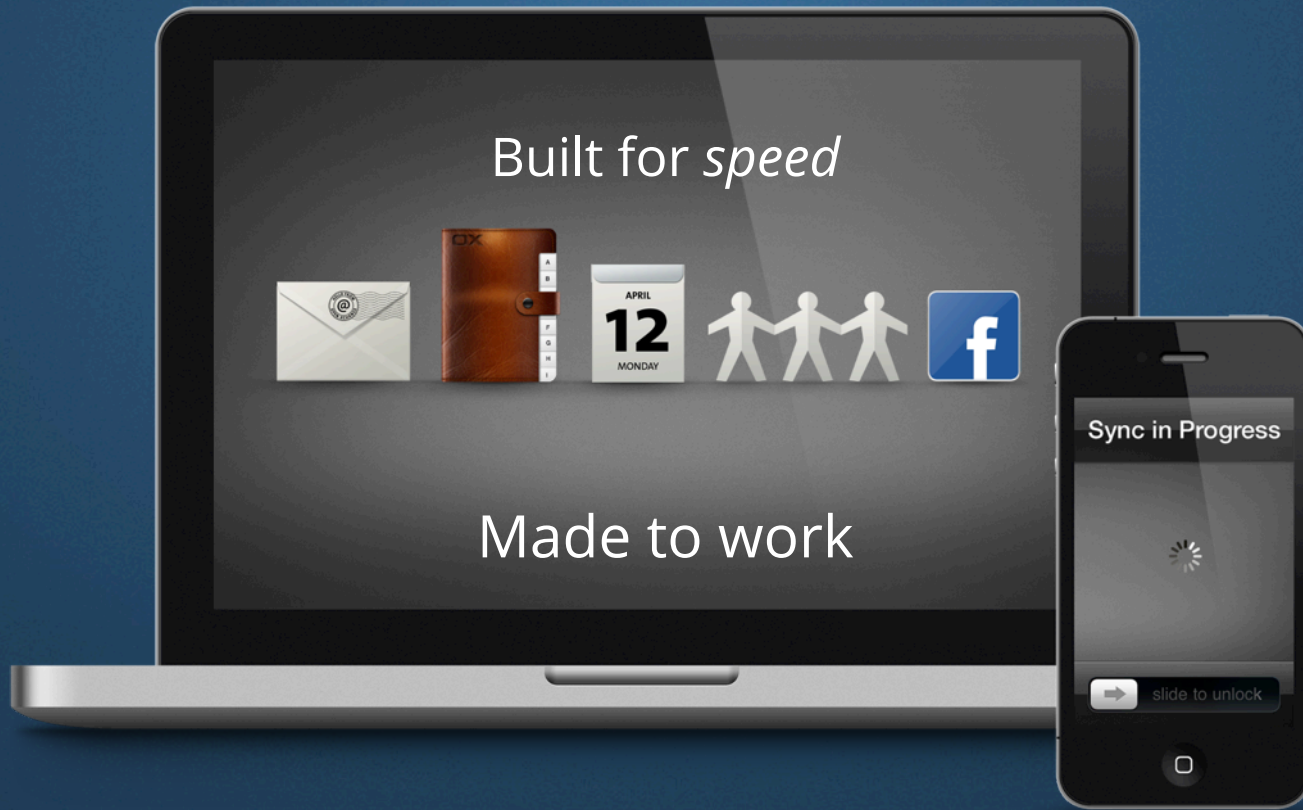
Bauhaus inspired.

Following the lead of Dieter Rams

Design intent is most valued when an individual doesn't need to reference an instruction manual to use it.

- "Less is More"
- "Good design is honest"
- "Don't make me think"





OX App Suite.

Your Speaker Panel



The Radicati Group, Inc.
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- ▶ **Sara Radicati**
President & CEO, The Radicati Group
- ▶ **Rafael Laguna**
CEO, Open-Xchange
- ▶ Email: rafael.laguna@open-xchange.com

Thank You!



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Latest Reports published by The Radicati Group:

- ▶ Mobile OS and Messaging Market Analysis, 2012–2016
- ▶ Instant Messaging Market, 2012–2016
- ▶ Mobile Device Management Market, 2012–2016
- ▶ Email Market, 2012–2016
- ▶ Messaging Platforms Market, 2012–2016
- ▶ Social Media Market, 2012 – 2016
- ▶ Microsoft Office 365 – Analysis and Forecast, 2012 – 2016

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