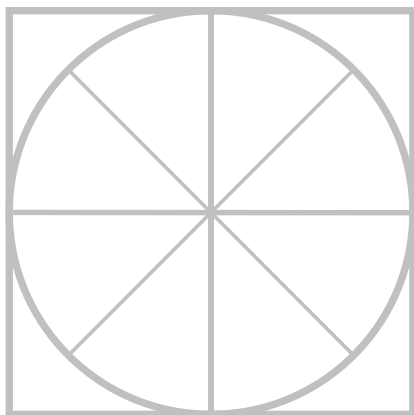




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# THE RADICATI GROUP, INC.

## E-mail Archiving Vendors - 2007 Market Quadrant



*An Analysis of the Market for  
On-Premises E-mail Archiving Solutions,  
Revealing Top Players, Mature Players,  
Specialists and Trail Blazers.*

*July 2007*

*Masha Khmartseva  
Senior Analyst*

*Sara Radicati, Ph.D.  
Editor*

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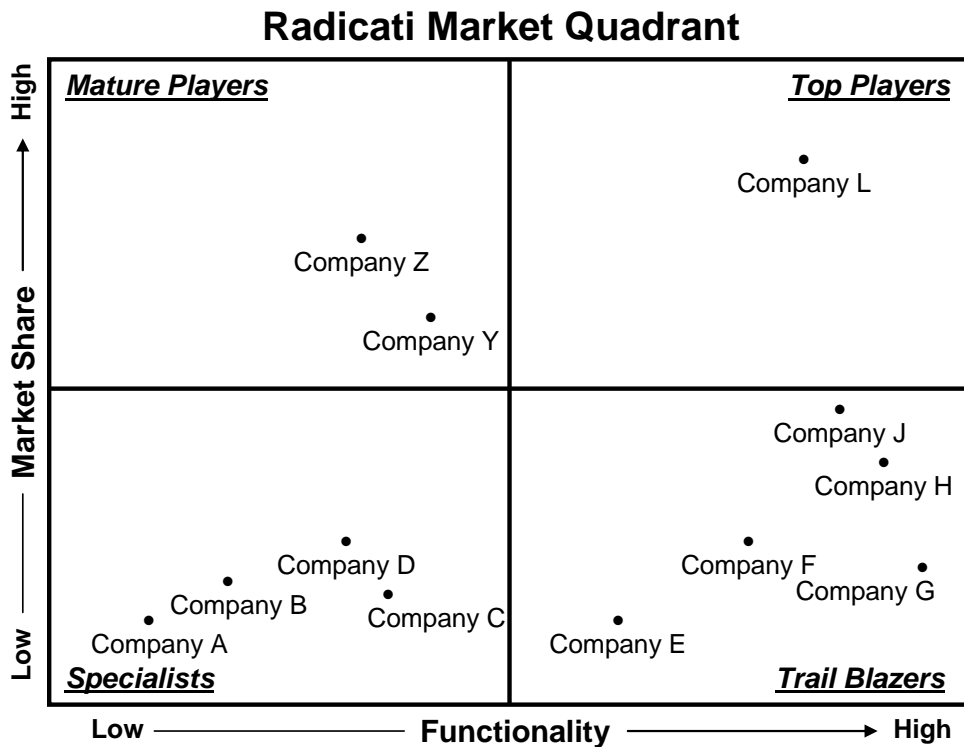
## **RADICATI MARKET QUADRANTS EXPLAINED**

Radicati Market Quadrants are designed to illustrate how individual vendors fit within specific technology markets at any given point in time. All Radicati Market Quadrants are composed of four sections, as shown in the example quadrant (Figure 1).

1. ***Specialists*** – This group is made up of two types of companies:
  - a. Emerging players that are still very new to the industry and have not yet built up much of an installed base. These companies are still developing their strategy and technology.
  - b. Established vendors that offer a niche product.
2. ***Trail Blazers*** – These vendors offer cutting edge technology, but have not yet built up a large customer base. With effective marketing and better awareness, these companies hold the power to dethrone the current market leaders. “Trail blazers” often shape the future of technology with their innovations and new product designs.
3. ***Top Players*** – These are the current leaders of the market, with products that have built up large customer bases. Vendors don’t become “top players” overnight. Most of the companies in this quadrant were first specialists or trail blazers (some were both). As companies reach this stage, they must fight complacency and continue product innovation, or else they’ll be replaced by the next generation of “trail blazers.”
4. ***Mature Player*** – These vendors have large, mature installed bases of customers, but no longer set the pace for the rest of the industry. These vendors are no longer considered “movers and shakers” like they once were.
  - a. In some cases, this is by design. If a vendor has made a strategic decision to move in a new direction, it may slow development on one product line and start another.

- b. In other cases, a vendor may simply become complacent as a top vendor and be out-developed by hungrier “trail blazers” and other top players.
- c. Companies in this stage either find new life and revive their R&D, moving back into the “top players” segment, or else they slowly fade away as legacy technology.

Figure 1, below, shows a sample Radicati Market Quadrant. As a vendor continues to develop its product, it will move horizontally along the “x” axis. As market share changes, vendors move vertically along the “y” axis. It is common for vendors to move between quadrants over the life of a product, as their products improve and market requirements evolve.



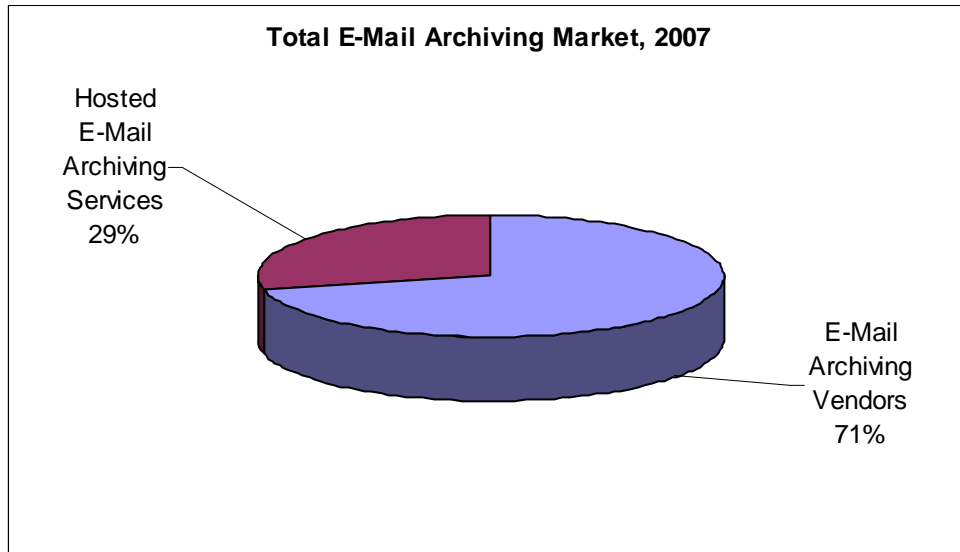
**Figure 1: Sample Radicati Market Quadrant**

- **Functionality** – is rated from 1 to 10, with 10 being the highest, and 1 – the lowest.
- **Market Share** – is assigned according to the company’s ranking in our latest annual reports, based on its user Installed Base (e.g. the company with the largest user installed base market share is number 1, the one with the second largest installed base market share is number 2, etc.).

## MARKET SEGMENTATION – E-MAIL ARCHIVING MARKET

This edition of Radicati Market Quadrants covers the **E-Mail Archiving** market. The E-Mail Archiving Market comprises the following segments:

- **E-mail Archiving Vendors** – include e-mail archiving solutions offered as products for enterprise deployment in-house. Companies in this segment include: *Autonomy (ZANTAZ), AXS-One, CA, C2C, Cryoserver, EMC, HP, IBM, Mimoso, Mobius, NorthSeas, OpenText, Sun Microsystems, Symantec, Waterford Technologies, ZL Technologies*, and others.
- **Hosted E-mail Archiving Services** – include e-mail archiving solutions delivered as services. Companies in this segment include pure-play ASPs as well as numerous hosted e-mail providers worldwide which also offer archiving services in addition to their basic e-mail functionality. Leading companies in this segment include: *Fortiva, Global Relay, Iron Mountain, MessageOne, Smarsh, ZANTAZ*, and others.
- This market quadrant focuses specifically on **E-mail Archiving Vendors** (software and appliances).
- E-Mail Archiving Vendors is the largest segment of the E-mail Archiving Market, as can be seen in Figure 2. E-Mail Archiving Vendors revenue makes up 71% of the total market revenue in 2007, while the Hosted E-Mail Archiving Services segment represents only 29% of the total market revenue in 2007.



**Figure 2: E-Mail Archiving Vendors Market, 2007**

MARKET QUADRANT – E-MAIL ARCHIVING SOLUTIONS

**Radicati Market Quadrant**

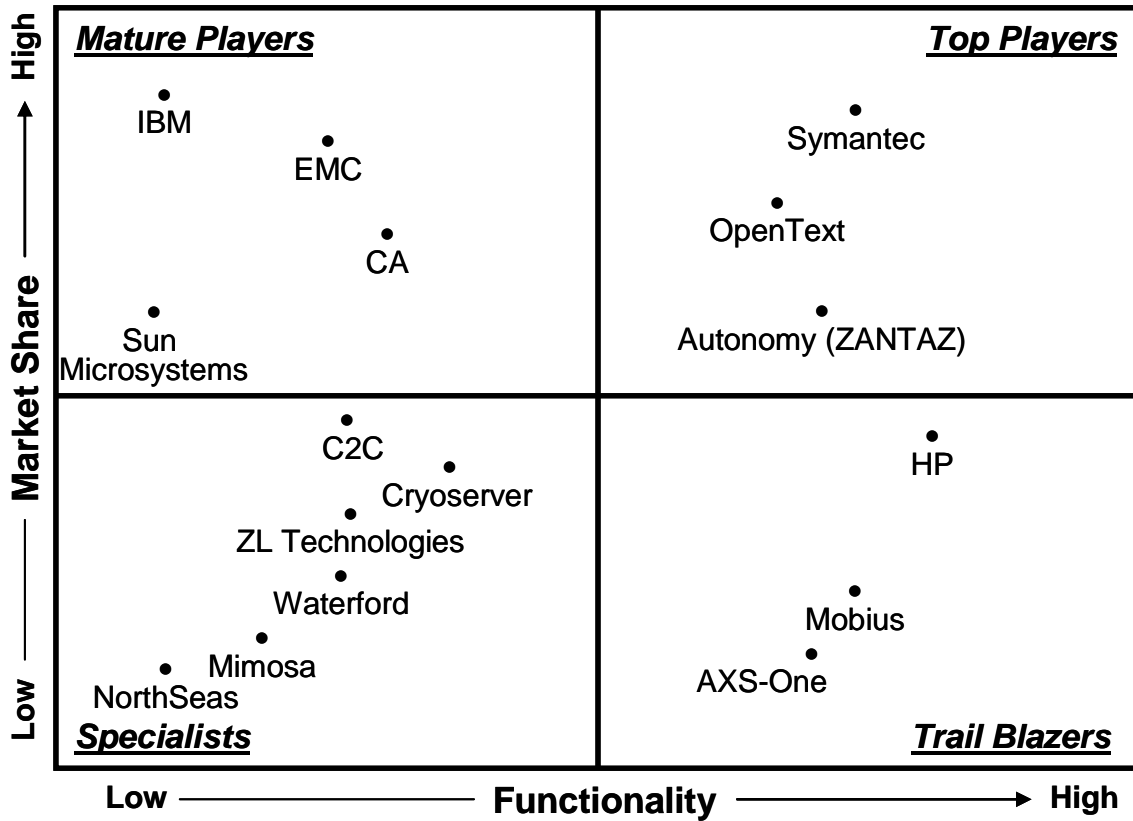


Figure 3: E-Mail Archiving Solutions Market Quadrant, 2007

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## KEY MARKET QUADRANT TRENDS

- The Top Players in the market are Symantec, OpenText, and Autonomy (ZANTAZ). Recently acquired by Autonomy, ZANTAZ was one of the early pioneers of the archiving market, offering innovative archiving solutions for over a decade. Symantec is a more recent player, who acquired technology from several early market entrants, significantly improved it, and currently continues to lead the on-premises market with the largest market share. OpenText is a diverse company that offers a wide array of document management solutions, including e-mail archiving, and has a large presence in the European market.
- We rank HP, Mobius, and AXS-ONE as the market Trail Blazers. These players offer innovative archiving solutions that have already gained a large market share, and they have a potential to become Top Players in the near future.
- IBM, EMC, CA, and Sun Microsystems are ranked as mature players. These vendors have served the market for a number of years, and have a large established customer base. However, many of them today are mostly maintaining their position, rather than developing new solutions that can match the functionality and innovation offered by Top Players and Trail Blazers.
- C2C, Cryoserver, ZL Technologies, Waterford, Mimosa and NorthSeas are ranked as Specialists. These vendors have a low market share, and are somewhat narrowly focused. By increasing their penetration, these vendors can become Mature Players, or with more innovative solutions may eventually become Trail Blazers.

## VENDOR ANALYSIS

### TOP PLAYERS

#### *SYMANTEC*

20330 Stevens Creek Blvd.

Cupertino, CA 95014-2132

Tel. 408-517-8000

[www.symantec.com](http://www.symantec.com)

**Enterprise Vault:** Symantec offers a comprehensive suite of user-friendly archiving solutions, as well as extensive regulatory and internal policy compliance products. Enterprise Vault supports a wide variety of platforms, including MS Exchange, Lotus Notes, IM, SMTP, Bloomberg and MS SharePoint.

Quickly growing through acquisitions, as well as internal developments, the company continues to be on the cutting edge in terms of functionality and new features. The latest addition to the suite – Information Foundation – is an appliance that filters out and archives e-mails and IMs, and is expected to start a new trend of all-in-one messaging security solutions.

*FUNCTIONALITY: 9*

*MARKET SHARE: 1*

#### *KEY STRENGTHS:*

- Symantec offers one of the most comprehensive portfolios of archiving and compliance solutions to solve the needs of companies in any industry.
- For large companies, Symantec offers a one-stop solution to satisfy all their messaging management needs, including e-mail archiving, anti-virus/anti-spam protection, encryption, IM management (through the acquisition of IM Logic) and more.

*KEY WEAKNESSES:*

- Symantec solutions are mostly suitable for large companies only. The company, however, is starting to pay more attention to smaller companies, and we expect to see more solutions targeted at small to mid size companies in the nearest future.

***OPENTEXT***

100 Tri-State International Parkway, 3<sup>rd</sup> Floor

Lincolnshire, IL 60069, USA

Tel.: 847-267-9330

[www.opentext.com](http://www.opentext.com)

***LiveLink:*** Open Text offers Enterprise Content Management (ECM) solutions for centralized management of different types of stored records, including e-mail, groupware, ERP, CRM, IM and others. Open Text has customers in all major vertical markets, with a strong presence in the finance/banking sector, as well as manufacturing and telecommunications sectors, the majority of which are located in Europe.

*FUNCTIONALITY: 7*

*MARKET SHARE: 4*

*KEY STRENGTHS:*

- LiveLink's biggest advantage is that it centrally stores not only e-mail records, but also documents across all major applications. It can satisfy archiving, legal and internal compliance requirements, with an ability to establish archiving policies at the administrator, as well as (optional) user levels.
- Strong partnership ties with leading companies in the software, hardware and application integration fields.

*KEY WEAKNESSES:*

- In the US, OpenText is mostly known as a records management company, rather than an archiving vendor. Its somewhat liberal options in terms of how much users

can manage their own messages can be a put off to some of its US customers, even though the manual management features can be turned off, if needed.

***AUTONOMY (ZANTAZ)***

5758 West Las Positas Blvd

Pleasanton, CA 94588

+800.636.0095

[www.zantaz.com](http://www.zantaz.com)

***EAS, First Archive On Demand:*** ZANTAZ was acquired by Autonomy in July 2007, and currently continues to operate as an independent subsidiary. ZANTAZ offers one of the most comprehensive suites of archiving products and services – it helps customers comply with government regulations, internal policies, conduct legal discovery investigations, as well as alleviate storage problems created by large volumes of electronic documents. In addition, ZANTAZ also has a unique service to locate and recover any files from old backup tapes and transfer them to searchable digital archives.

***FUNCTIONALITY:*** 8

***MARKET SHARE:*** 7

***KEY STRENGTHS:***

- ZANTAZ customers get a choice between an outsourced model (which almost none of its competitors can match) and an in-house solution. There is also a choice of a combined solution – partially managed by ZANTAZ, and partially managed by the company on its premises.
- A pioneer of the archiving market, ZANTAZ continues to be the leader of innovation, often adding new features and capabilities before its competitors.

***KEY WEAKNESSES:***

- Recently acquired by Autonomy, ZANTAZ is no longer an independent company. The acquisition is a good match that will enable ZANTAZ to expand quickly, however it remains to be seen how it will influence its ability to continue to offer

excellent customer service and introduce new quality products that will match the solutions that it has offered so far.

## **TRAIL BLAZERS**

### ***HP***

3000 Hannover Street

Palo Alto, CA 94304

Tel. (650) 857-1501

[www.hp.com](http://www.hp.com)

***RIM:*** HP has been an important player in the e-mail archiving market since 2003, when it acquired PERSIST, making its technology the foundation of HP's current RIM for Messaging archiving solution. The greatest strength of HP's archiving product is its interoperability with different e-mail environments, as well as unparalleled search and retrieval capabilities, which are especially important for large companies with many terabytes of stored data. RISS enables users and administrators to retrieve 3 billion records, in 3 seconds.

***FUNCTIONALITY:*** 8

***MARKET SHARE:*** 5

### ***KEY STRENGTHS:***

- Virtually unlimited scalability achieved through simple additions of self-managed SmartCells. Support for open standards (SOAP, SMTP, IMAP4, etc.), makes RIM very flexible and compatible with a wide range of e-mail platforms.
- Unlike many other archiving solutions, RIM is designed to store not only e-mails, but also a diverse mix of structured and unstructured content, including office documents, web content and digital media.

*KEY WEAKNESSES:*

- HP is not doing enough to promote its archiving solution. It is mostly promoting the performance aspect of the solution, however to be more successful with the potential archiving customers, it should also focus on the compliance side of the story. Currently HP mostly sells into its existing customer base.

***MOBIUS***

120 Old Post Road,  
Rye, NY 10580  
Tel. 914-921-7200  
[www.mobius.com](http://www.mobius.com)

***ViewDirect:*** In business for over 25 years, Mobius offers software solutions for management of enterprise content from various sources and in different formats, including e-mails, documents, reports and images.

*FUNCTIONALITY: 7*

*MARKET SHARE: 9*

*KEY STRENGTHS:*

- ViewDirect suite stores and manages not only MS Exchange records, but also SharePoint Portal documents, and content generated by other applications (CRM, ERP, etc.).
- Comprehensive compliance capabilities for government and internal policy compliance for companies in the US, as well as Europe and Canada.

*KEY WEAKNESSES:*

- Platform support is limited to MS Exchange and SharePoint Portal.

***AXS-ONE***

301 Route 17 North

Rutherford, NJ 07070

Tel. 201-935-3400

[www.axsone.com](http://www.axsone.com)

***AXS-One Compliance Platform:*** AXS-One is a publicly held company with a sole focus on records compliance management solutions, primary for Global 1000 companies. AXS-ONE's marketing strategy to OEM its solution has paid off handsomely, quickly increasing its worldwide customer base over the past two years. On the in-house side, its most famous partnership is with *Sun Microsystems*. Sun's archiving solution Infinite Mailbox was replaced with AXS-One Compliance Platform bundled with Sun's hardware and software.

*FUNCTIONALITY: 6*

*MARKET SHARE: 10*

***KEY STRENGTHS:***

- AXS-ONE archives not only e-mails, but also other electronic data, including IMs, office documents, trade confirmations, images, and other electronic records, in an integrated package. Some of its competitors offer similar capabilities, however customers normally have to pay for each additional module separately.
- AXS-ONE supports a variety of messaging platforms (Exchange, Lotus Notes, SMTP, and others) from which messages can be archived, making it easier to deploy for customers who are running multiple messaging platforms.

***KEY WEAKNESSES:***

- Low brand name recognition. The company is not as well known as it could be beyond its relationship with Sun.

## **SPECIALISTS**

### ***C2C***

1 Federal Street

Springfield MA, 01105-2299

Tel. (413) 739-8575

<http://www.c2c.com>

***ArchiveOne:*** C2C is a provider of e-mail lifecycle management solutions. A Gold Certified Partner of Microsoft, C2C is focused exclusively on solutions designed for Microsoft Exchange. The vendor's solutions cover a range of areas, including e-mail archiving, compliance, capacity and data management, content management and discovery, compression and auto-zipping software.

***FUNCTIONALITY:*** 5

***MARKET SHARE:*** 11

#### ***KEY STRENGTHS:***

- C2C offers a complete package of solutions for companies in Europe and the US. With customization options, its solutions can fulfill the legal requirements of different countries (such as, for example, allowing certain items to be deleted from the archive for European users), making it a versatile option for international as well as local companies.

#### ***KEY WEAKNESSES:***

- C2C's solutions' major drawback is that they are offered for MS Exchange only, and currently the company doesn't have any plans to expand its platform support.

***CRYOSERVER***

14 Baden Place, Crosby Row

London SE1 1YW

Tel. + 44 207 251-1000

[www.cryoserver.com](http://www.cryoserver.com)

***Cryoserver Appliance:*** Cryoserver's main focus is forensic compliance systems. Depending on the needs of each company, Cryoserver's solution can be deployed as an appliance, or as an outsourced service, which is offered in partnership with GNS Europe.

*FUNCTIONALITY: 7*

*MARKET SHARE: 12*

***KEY STRENGTHS:***

- The solution is platform-agnostic, it can work with MS Exchange, Lotus Notes, GroupWise, Sun ONE, SMTP, and others.
- Distributing most solutions through partners, Cryoserver has a notable presence in Asia/Pacific, where it works with Fujitsu to distribute its solutions. While the North American and European markets have a stiff competition among archiving vendors, Asia/Pacific is still a largely untapped market, and entering it this early through a reliable partner gives Cryoserver a huge edge over the competition.

***KEY WEAKNESSES:***

- Cryoserver doesn't offer support for Instant Messaging.

**ZL TECHNOLOGIES (FORMERLY ZIPLIP)**

2000 Concourse Drive

San Jose, CA 95131

Tel. (408) 240-8989

<http://www.ziplip.com>

**Unified Archival:** ZL Technologies focuses on customers that require highly scalable archiving solutions with a great degree of flexibility. Sharing a common, 100% Java-based ZL Technologies Data Exchange platform, ZL's solutions include e-mail archiving (for compliance, legal discovery, and storage optimization), secure e-mail, and secure file sharing. The solutions run with MS Exchange and Lotus Domino servers, and on any of the popular operating systems and databases.

*FUNCTIONALITY: 6*

*MARKET SHARE: 13*

**KEY STRENGTHS:**

- For global companies running different messaging systems, ZL Technologies enables customers to utilize a single archive for all their messages from MS Exchange, Lotus Notes, GroupWise, and other systems, which is a rare feature for in-house solutions.
- With an office in Japan, ZL Technologies has a strong presence in the Asia/Pacific market, which today is a largely untapped territory for e-mail archiving vendors and service providers.

**KEY WEAKNESSES:**

- ZL Technologies caters almost exclusively to financial institutions.
- Low brand name recognition in the US market.

**WATERFORD**

19700 Fairchild

Irvine, CA 92612

Tel. (949) 428-9300

<http://www.waterfordtechnologies.com>

**MailMeter:** Waterford Technologies is a privately held company that offers e-mail management, archiving and compliance solutions for companies in North America, as well as Europe.

*FUNCTIONALITY: 6*

*MARKET SHARE: 14*

*KEY STRENGTHS:*

- Archiving solutions are available for both MS Exchange and Lotus Notes users.
- MailMeter offers such unique features as helping companies assess their user productivity by monitoring their company (or department) overall e-mail usage, as well as content of messages, giving an insight into how employees use e-mail daily.

*KEY WEAKNESSES:*

- No IM archiving.

**MIMOSA**

3200 Coronado Drive,

Santa Clara, CA 95054

Tel: 408 – 970-9070

[www.mimosasystems.com](http://www.mimosasystems.com)

**NearPoint:** Mimosa offers an archiving solution NearPoint, designed specifically for MS Exchange customers that need a simple to deploy and manage product for archiving, legal discovery, recovery and storage management purposes.

*FUNCTIONALITY: 5*

*MARKET SHARE: 15*

*KEY STRENGTHS:*

- NearPoint is a cost-effective solution for small to mid-size companies that need strong archiving, government and internal policy compliance capabilities for MS Exchange servers.
- NearPoint's biggest differentiating factor is that it comes with a number of disaster recovery options, including replication to a remote site, which can take over as the primary site in the event of a disaster, as well as enabling the NearPoint server to perform disaster recovery of the Exchange server.

*KEY WEAKNESSES:*

- The solutions are available only for MS Exchange.

*NORTHSEAS*

155 Terence Matthews Cres. - Unit 1

Kanata, Ontario, Canada

K2M 2A8

Tel: 613-591-1045

[www.northseasamt.com](http://www.northseasamt.com)

***NorthSeas Guard:*** In business since 2003, NorthSeas offers affordable, easy-to-manage archiving appliances for storage, and basic compliance purposes for small to medium size companies.

*FUNCTIONALITY: 4*

*MARKET SHARE: 16*

*KEY STRENGTHS:*

- Easy to use and deploy archiving solution for storage and basic compliance purposes at an affordable price point.
- The appliance also doubles as a disaster recovery tool, and comes with attractive security features included in the package.

*KEY WEAKNESSES:*

- Guard is mostly useful for small to mid size companies, which limits NorthSeas' potential target market.

**MATURE PLAYERS**

***IBM***

New Orchard Rd.  
Armonk, NY 10504  
Tel. 914-499-1900  
[www.ibm.com](http://www.ibm.com)

***Content Management for Message Monitoring and Retention:*** For archiving customers, IBM offers its own storage products complemented with a package of services, and integrated with solutions from its archiving partners, such as Computer Associates (formerly iLumin). The partnership agreements primarily enhance its storage solutions with regulatory and internal policy compliance features. IBM's archiving strategy so far has been to OEM the majority of technology for its archiving suite and to add its own professional service and storage on top.

*FUNCTIONALITY: 3*

*MARKET SHARE: 2*

*KEY STRENGTHS:*

- IBM's archiving solutions can store not only e-mails, but also IMs and other digital content.
- A strong professional services team that offers worldwide customer support.

*KEY WEAKNESSES:*

- Even though the archiving and compliance markets today are of strategic importance for the majority of companies, especially in the US, we think IBM still hasn't realized its true value and potential. IBM has not tried to expand beyond its current customer base, and continues to treat its archiving suite as something that is nice to have for its customers in addition to IBM's storage solutions, rather than an essential element of any company's electronic document management strategy.

***EMC***

175 South Street

Hopkinton, MA 01748

Tel. (508) 435-1000

<http://www.emc.com>

***EmailXtender:*** EMC is a global provider of storage management software for enterprises. Its solutions are designed to archive, backup and protect data, as well as recover files after electronic disasters.

*FUNCTIONALITY: 4*

*MARKET SHARE: 3*

*KEY STRENGTHS:*

- EMC offers a comprehensive selection of archiving and compliance products that can fit the needs of most companies, from mid-size to large.

- EmailXtender and EmailXaminer both support a range of e-mail platforms, including Microsoft Exchange, Lotus Notes/Domino, and Sendmail.

*KEY WEAKNESSES:*

- Even though its solutions can be used by companies of all sizes, EMC targets almost exclusively large companies, potentially losing a large share of the mid-size market.
- With its resources, EMC should also look into an outsourced version of its products.

*COMPUTER ASSOCIATES*

1 Computer Associates Plaza

Islandia, NY 11749

Phone: 631-342-6000

<http://www.ca.com>

**CA Message Manager:** In 2005, Computer Associates moved into the archiving market, by acquiring iLumin with its flagship solution, Assentor Enterprise (renamed to CA Message Manager), which offers archiving, mailbox management, regulatory and internal policy compliance features, as well as discovery and litigation support.

*FUNCTIONALITY: 5*

*MARKET SHARE: 6*

*KEY STRENGTHS:*

- Message Manager was one of the first companies to deploy a Natural Language Processing engine, providing more precise search capabilities, where the engine evaluates the content in which keywords are used rather than just keywords only. While it still continues to be one of its major selling points, more vendors today are deploying similar search capabilities for their users.

- Being platform-agnostic, CA is one of a very few vendors that support not just MS Exchange and Lotus Notes, but also Groupwise, Bloomberg, HP Openmail, Samsung Contact Manager, and other platforms and applications.

*KEY WEAKNESSES:*

- The acquisition by CA will bring greater exposure to iLumin's products, however it is too early to tell how CA will treat its new acquisition, and whether the company will continue to improve Message Manager Suite's features and capabilities at a fast enough rate to stay on par with its agile competitors.

***SUN MICROSYSTEMS***

901 San Antonio Road  
Palo Alto, CA 94303  
Tel. (650) 960-1300

[www.sunmicrosystems.com](http://www.sunmicrosystems.com)

***Content and Compliance Managed Services:*** Sun Microsystems' first home-grown archiving solution, Infinite Mailbox, was introduced in 2003. In 2005, Sun decided to replace its own solution with a more comprehensive offering, called Content and Compliance Managed Services. Offered in partnership with AXS-One, it is a combination of Sun's Solaris-based storage hardware, and AXS-One compliance and archiving capabilities that enable Sun's customers to get a best of breed offering.

*FUNCTIONALITY: 3*

*MARKET SHARE: 6*

*KEY STRENGTHS:*

- The solution is available for companies of all sizes that need an archiving product designed specifically for their Solaris-based environments.
- The solution can solve storage, regulatory and internal policy compliance in one package, with no additional modules to deploy or pay for.

*KEY WEAKNESSES:*

- Unfortunately, Sun hasn't done much to promote its solution outside of its existing customer base.

## MARKET RESEARCH PUBLICATIONS

The Radicati Group, Inc. develops in-depth market analysis studies covering market size, installed base, industry trends and competition. Current and upcoming publications include:

### Currently Released:

Title	Released	Price*
IBM Lotus Messaging Market Analysis, 2007-2011	June 2007	\$3,000.00
IBM Lotus Notes/Domino Market Analysis, 2007-2011	June 2007	\$3,000.00
E-mail Disaster Recovery Market, 2007-2011	June 2007	\$3,000.00
Microsoft Exchange Server 2007 - TCO	May 2007	\$3,000.00
Market Numbers Summary Update, Q1 2007	May 2007	\$3,000.00
E-mail Archiving Market, 2007-2011	May 2007	\$3,000.00
European Hosted E-mail Market, 2007-2011	April 2007	\$3,000.00
E-mail Security Market, 2007-2011	April 2007	\$3,000.00
E-mail Client Market, 2007-2011	April 2007	\$3,000.00
E-mail Reputation Services, 2007-2011	March 2007	\$3,000.00
Identity Management Market, 2007-2011	Feb. 2007	\$3,000.00
Directory Services Market, 2006-2010	Dec. 2006	\$3,000.00
Corporate E-mail Market, 2006-2010	Dec. 2006	\$3,000.00
Quarterly Numbers Update, Q4 2006	Dec. 2006	\$3,000.00
European E-mail Security Market, 2006-2010	Nov. 2006	\$3,000.00
Wireless E-mail Market, 2006-2010	Nov. 2006	\$3,000.00
Service Provider UC Market, 2006-2010	Nov. 2006	\$3,000.00
On-Premises Corporate UC Market, 2006-2010	Nov. 2006	\$3,000.00

### Upcoming Publications:

Title	To Be Released	Price*
Instant Messaging Market, 2007-2011	July 2007	\$3,000.00

\* Discounted by \$500 if purchased by credit card.

Also, available on a monthly basis, **The Messaging Technology Report** provides in-depth analysis in the design and use of Messaging Systems, Directory Services, Security, Unified Messaging, Knowledge Management, and all aspects of e-commerce. Annual Subscription fee: \$295, for 12 issues.

All Radicati Group reports are available online at <http://www.radicati.com>.

## MANAGEMENT STAFF

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*Senior Analyst*

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Prior to joining the Radicati Group, Inc., Masha conducted market research for international companies in the U.S and Europe.

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- Directory Services
- Messaging (E-Mail Archiving, Compliance and Policy Management)
- Unified Communications

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### **Sara Radicati, Ph.D.**

*President & CEO*

Dr. Sara Radicati is a widely recognized industry consultant and analyst expert in Messaging and Collaboration, Directory and Metadirectory Services, PKI/Security, Unified Communications, Wireless and Internet applications. Sara was one of the leading designers of the X.500 standards for directory services, and has played an active role in numerous major international standards organizations. She is a past Director of the European Electronic Messaging Association (EEMA).

Her company, The Radicati Group, Inc., is an international consulting and market research firm with offices in Palo Alto, USA, and London, UK. The company assists corporate clients, vendors and network operators on planning, deployment and business strategies in all areas of messaging, directory services, unified communications, wireless and Internet applications. The company also performs due-diligence and advises investment firms in identifying new opportunities. Dr. Radicati is a widely published author and speaks frequently at industry events worldwide.

Prior to founding The Radicati Group, she held senior technical and business planning positions at Xerox, 3Com and Novell.