

# Defense Against Microsoft



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# Introduction



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- This session will cover the following topics:
  - GroupWise Benefits
  - Sales tactics
  - Strategies to protect your GroupWise and Novell investment

# The Real Problem



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- GroupWise just runs - we don't think about it
- We don't speak "executive"
- The "Paradigm" of GroupWise is very different than Exchange
  - Exchange folks just can't believe how things work with GroupWise
- Follow the \$\$\$\$ - it is lucrative for everyone but the customer to choose other solutions

# The Realities of Exchange

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- Reality in the Numbers
  - 498 Average Users per Server
  - 1 Administrator for every 500-750 users
  - Slow to Migrate to new versions
- Monolithic Structure - All or Nothing
  - Database Corruption
  - Complex Structure - Front End / Back End
  - Scalability through “Bolt On Technology” - Not inherent
  - No PO over 32GB - Microsoft Support
- Many solutions for monitoring and availability of Exchange



# GroupWise Benefits



# Simplicity of Management

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- GroupWise requires far less support
  - One administrator can easily support over 10,000 users
  - GroupWise can scale to more users per server
  - GroupWise can co-exist with other applications on the one NetWare/Linux server
  - Version and Service Pack Upgrades can be performed in hours or days not weeks or months
  - Backups and restores are simple and require no extra backup agent

# Upgrade Comparisons



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- GroupWise is easier to maintain
- The numbers don't lie
  - GroupWise 5.5 - 1.75 million (5%)
  - Exchange 5.5 - 40 million (40%)
  
  - GroupWise 6.0 - 5.2 million (15%)
  - Exchange 2000 - 48 million (48%)
  
  - GroupWise 6.5 - 28 million (80%)
  - Exchange 2003 - 12 million (12%)

*Source: Bliss Consulting Analysis Paper #17 - December 2004*

# Security Focus



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- GroupWise is secure at all levels
  - Fully encrypted database
  - SMTP, POP and IMAP over SSL
  - Support for S/MIME
  - Vulnerability and security threats are far less than that of Exchange/Outlook
  - Application files, VB scripts, etc. (i.e. trojans and worms) cannot be run from the GroupWise mailbox

# Security Numbers



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- Vulnerabilities documented by CERT.org
  - GroupWise = 4
  - Notes / Domino = 67
  - Exchange / Outlook = 287

# Scalability and Performance

- GroupWise has far greater scalability and performance
  - Thousands of users accessing a single post office
  - Fewer administrators required
  - Minimal downtime
- GroupWise compared to its competitors
  - 69% less unplanned downtime
    - 87% of GroupWise customers experience less than 10 hours of downtime per year
    - Only 44% of Exchange users claimed that they experience less than 10 hours of downtime per year
  - 52% of users said their GroupWise system has not needed rebooting for over 6 months

# Your Right to Choose



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- GroupWise provides so much choice for server and client platforms
  - Server-side support
    - NetWare
    - Linux
    - Windows NT4, 2000 and 2003
  - Client-side OS support
    - Windows
    - Linux
    - Mac
  - Client support
    - Native client - backwards compatibility
    - Evolution client
    - Outlook (GroupWise 7 enhanced support)
    - POP and IMAP clients



# Sales Tactics



# The Chain of Command



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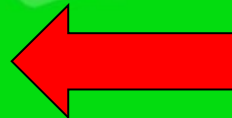
- The common management structure

**CEO**

**CFO**

**CIO**

**Administrator**



Where vendors make  
their pitch

# Technology vs Business - Two Very Different Languages

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- What the CxO level want to hear:
  - Cost Saving and Return On Investment
  - Support
    - Want a throat to choke when there is an issue
  - Futures and interoperability

# Cost Savings



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- So what are the costs?
  - Management look at tangible costs; i.e.:
    - Cost of hardware
    - Cost of software
    - Number of employees to manage system
  - What are the intangible costs?
    - Cost of migration
    - Cost of system unavailability
    - User and administrative retraining
  - Management (CxO's) are beginning to understand the benefit of intangible costs

# What the Competitors say...

- The competitors like to say a lot of things
  - GroupWise is old technology
  - Nobody uses GroupWise anymore
  - Novell do not provide local support
  - We provide solutions for your business - not just technology - “We’re here to talk about business”
  - Why do you need to support multiple operating systems when you only need one

# And do...



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- As well as what they say they also do the following:
  - Approach the CxO level and bypass the people who can sink their sales pitch
    - Drive a wedge between the technical people and the decision makers
  - Use FUD to make organizations feel nervous about what everybody else is doing
  - Create a sense of isolation to put pressure on the decision maker



# What you can do



# Be Prepared



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- Educate and Inform GroupWise Success
  - Communicate like an Executive
  - Small data points - little phrases
  - Continually Reaffirm
  - Strongly Defend Encroachments
- Know why Exchange is Bad for you
- Let them have Outlook if they want

# Enhancing your Current GroupWise Experience



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- The following Novell products should also be considered to enhance your GroupWise environment:
  - GroupWise 7
    - Enhanced Client
    - Enhanced WebAccess client
    - Integration with VOIP solutions
    - Addition of SOAP
  - Clustering
  - Identity Manager for account synchronisation and lifecycle management
  - Novell iChain - for enhanced security for WebAccess as well as other web applications

# Third Party Applications and Integration



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- There are many third party applications for GroupWise; these include:
  - GWAVA product suite
  - Archiving tools
    - GroupWise specific
    - Multi platform support
  - Handheld support
    - Blackberry
    - Notify
    - Nokia IntelliSync
  - Client and administration enhancing functionality
    - Advansys
    - Brainstorm
  - Support for SOAP/XML and API Integration - opens up the GroupWise system to more third party applications

# What else can you do?



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- It is important to keep contact with peers and share
  - Novell Discussion Forums
  - NGWList - [www.ngwlist.com](http://www.ngwlist.com)
  - GWCheck - [www.gwcheck.com](http://www.gwcheck.com)
  - GWAVA Nation - [www.gwavanation.com](http://www.gwavanation.com)
  - Cool Solutions - [www.gwmag.com](http://www.gwmag.com)
  - Talk to peers running Exchange/Microsoft environments
  - Talk to Novell or a trusted Novell partner and let them know of what is happening in your environment

# GroupWise!



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A large, semi-transparent green silhouette of a fly or insect, centered on the slide and serving as a background for the 'Thank You!' text.

**Thank You!**