

# Archiving Competitor Overview



## DESCRIPTION ▼

- » ArcMail Defender is an appliance based email archiving solution, which focused on delivering low cost storage.
- » Their primary market is k12 and local government, which don't have high compliance requirements.
- » The company does not offer other non-archiving solutions and is based in Shreveport Louisiana.
- » Their sales model is through resellers. Mostly US.

## ADVANTAGES ▼

- » Offer hardware solutions which scale from 1TB to 32 TB
- » Good reputation in k12/gov. market
- » Listed on Gartner Quadrant
- » Focus on "5 – 5,000 user market"
- » Sales focus is on a lot of storage for the price
- » Offer message stubbing for Outlook

## DISADVANTAGES ▼

- » Reputation for poor search performance over time
- » Appliances are underpowered with low CPU/RAM
- » Only offers a hardware appliance
- » Little focus on technology such as advanced search, analytics or legal discovery
- » Very basic system, not for large or highly regulated firms

## PRICING ▼

| Model | Price    | Users | TB | Raid |
|-------|----------|-------|----|------|
| U110  | \$7,449  | N/A   | 1  | 1    |
| U120  | \$8,546  | N/A   | 2  | 5    |
| U220  | \$14,303 | N/A   | 3  | 5    |
| U240  | \$19,108 | N/A   | 4  | 5    |
| U380  | \$29,034 | N/A   | 8  | 6    |
| U3120 | \$41,499 | N/A   | 12 | 6    |
| U3160 | \$53,339 | N/A   | 16 | 6    |

## COMPETITIVE POSITIONING ▼

- » We have a technology advantage when dealing with customers who need to meet regulatory and legal archiving requirements.
- » Our software has more advanced, Search, Legal Discovery, and policy management.
- » Since they are only an appliance we have an advantage if the customer has a VMware environment or wants a cloud solution.
- » Our Outlook plugin approach is very different. They offer stubbing and we have an archive search tool. Our advantage is a more comprehensive search including attachments.
- » We need to compete on our technology advantage, long term performance, scalability and breadth of solutions.