

Archiving Competitor Overview

GFI MailArchiver™

DESCRIPTION ▼

- » GFI MailArchiver is a software solution for email archiving. GFI is known for low cost, but there are many hidden costs with their implementation.
- » The company offers many other solutions for spam filtering and security.
- » Products are available for sale through their website.

ADVANTAGES ▼

- » Low cost – very much below most competitors
- » Multilingual support
- » Simple to use
- » Focused on Microsoft users

DISADVANTAGES ▼

- » Doesn't scale. Focused on small customers
- » Requires the purchase of a SQL server and knowledge to run SQL.
- » Requires your own hardware based on their specifications
- » Weak legal discovery capabilities
- » A very basic, low cost option

PRICING ▼

- » Pricing is based on a per user basis with annual software maintenance. Their advertised pricing starts at 10 users and goes up to 500 users. This is a sample of annual year 1 cost:
- » **10 users - \$30/user = \$300 year 1**
- » **500 users - \$14/user = \$7,000 year 1**
- » **Annual Maintenance is 20% with a 1% discount for purchasing upfront**

COMPETITIVE POSITIONING ▼

- » GFI is just software and requires SQL knowledge and a SQL server. ML offer turn key VM software, appliance or cloud solutions
- » For reseller, the margins are higher selling ML and we don't compete with our partners.
- » We offers much more advanced archiving tools such as an Outlook plugin, legal hold management, tagging, advanced legal discovery searching and much more.
- » We can't match GFI on price, but scale higher, and offer a better solution to meet regulatory, legal and IT requirements.
- » We need to sell on higher overall value.