SmarterTools. INCORPORATED

SmarterMail

The Microsoft Exchange Alternative

EXUSG Meetup
April 29, 2021

Tim Uzzanti
CEO
tuzzanti@smartertools.com

https://www.linkedin.com/in/timuzzanti

Derek Curtis
COO
dcurtis@smartertools.com

https://www.linkedin.com/in/derekrcurtis

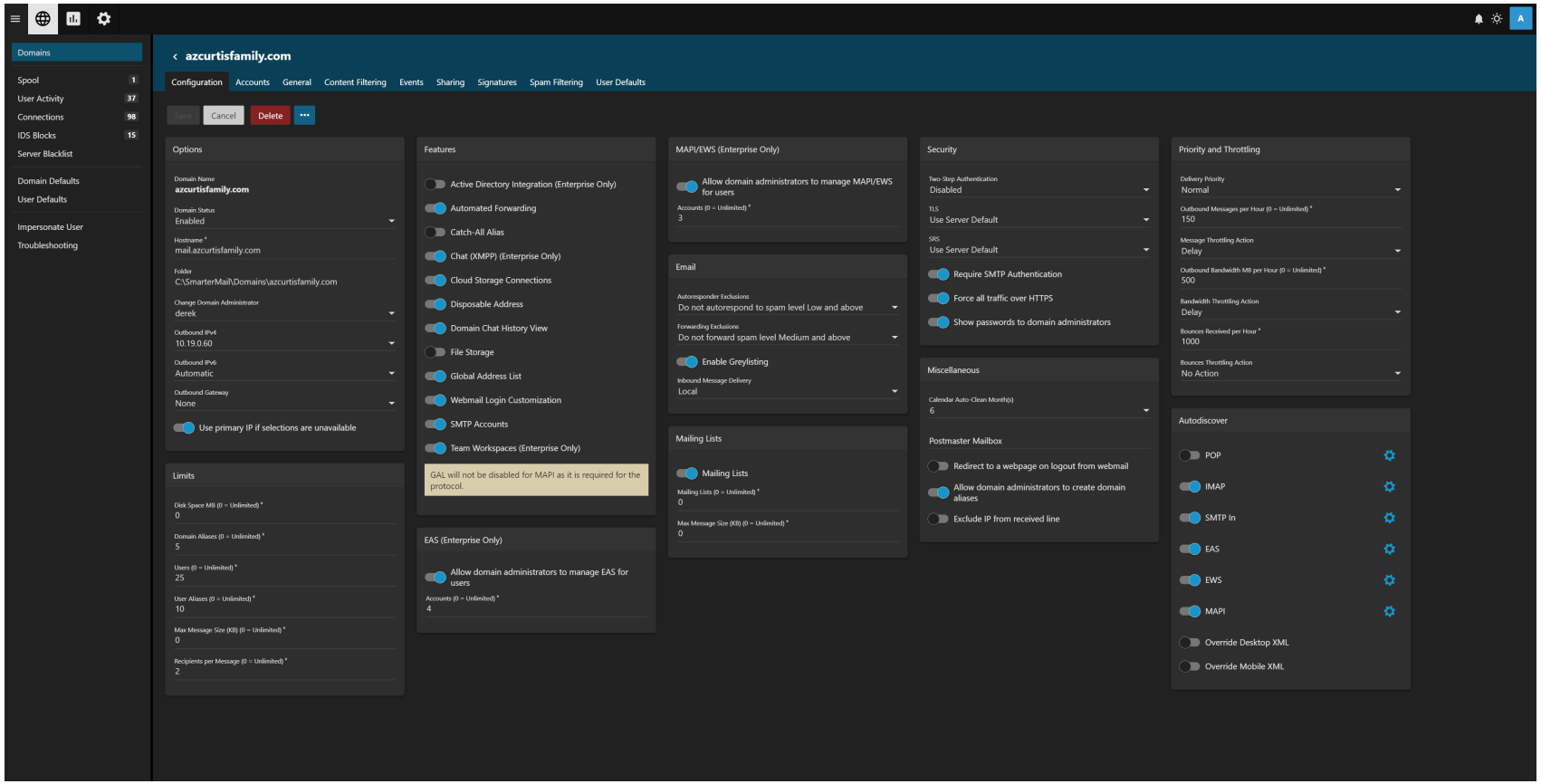
About SmarterTools

- Founded in 2003
- 15,000,000+ customers
- 120+ different countries
- Privately-held and funded
- Consistent growth and innovation
- Same ownership since our inception

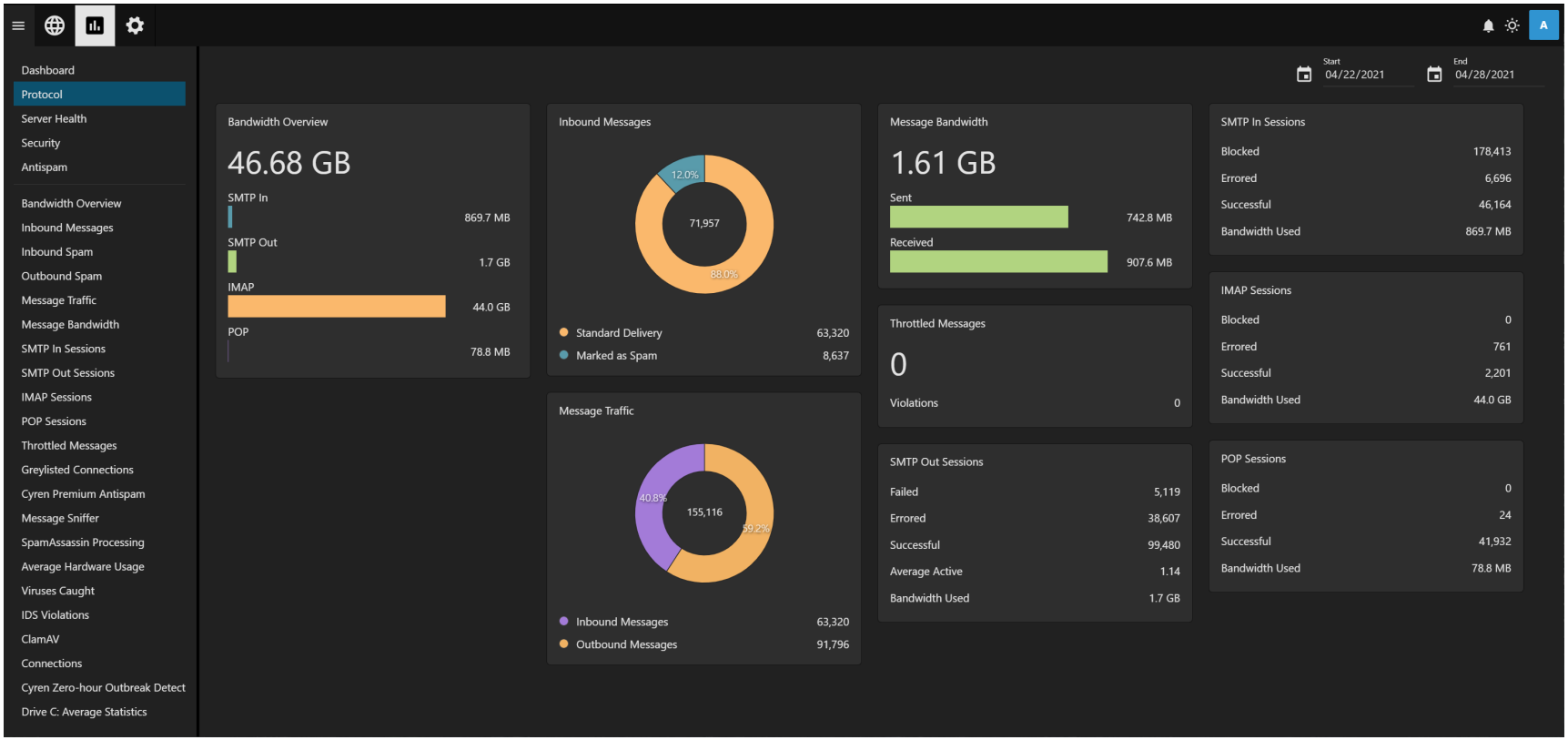
Common Exchange Complaints

- Cost (hardware and software)
- Steep learning curve
- Difficult / time consuming upgrades
- Complicated security
- Resource intensive
- Large databases and associated issues
    - ❖ (E.g., defragging databases and database corruption concerns)
- Need for PowerShell (love it and hate it)
- Hybrid is temperamental
- Limited logging
- Microsoft Support isn’t what it used to be
- Slow implementation of common features (e.g., Plus Addressing)

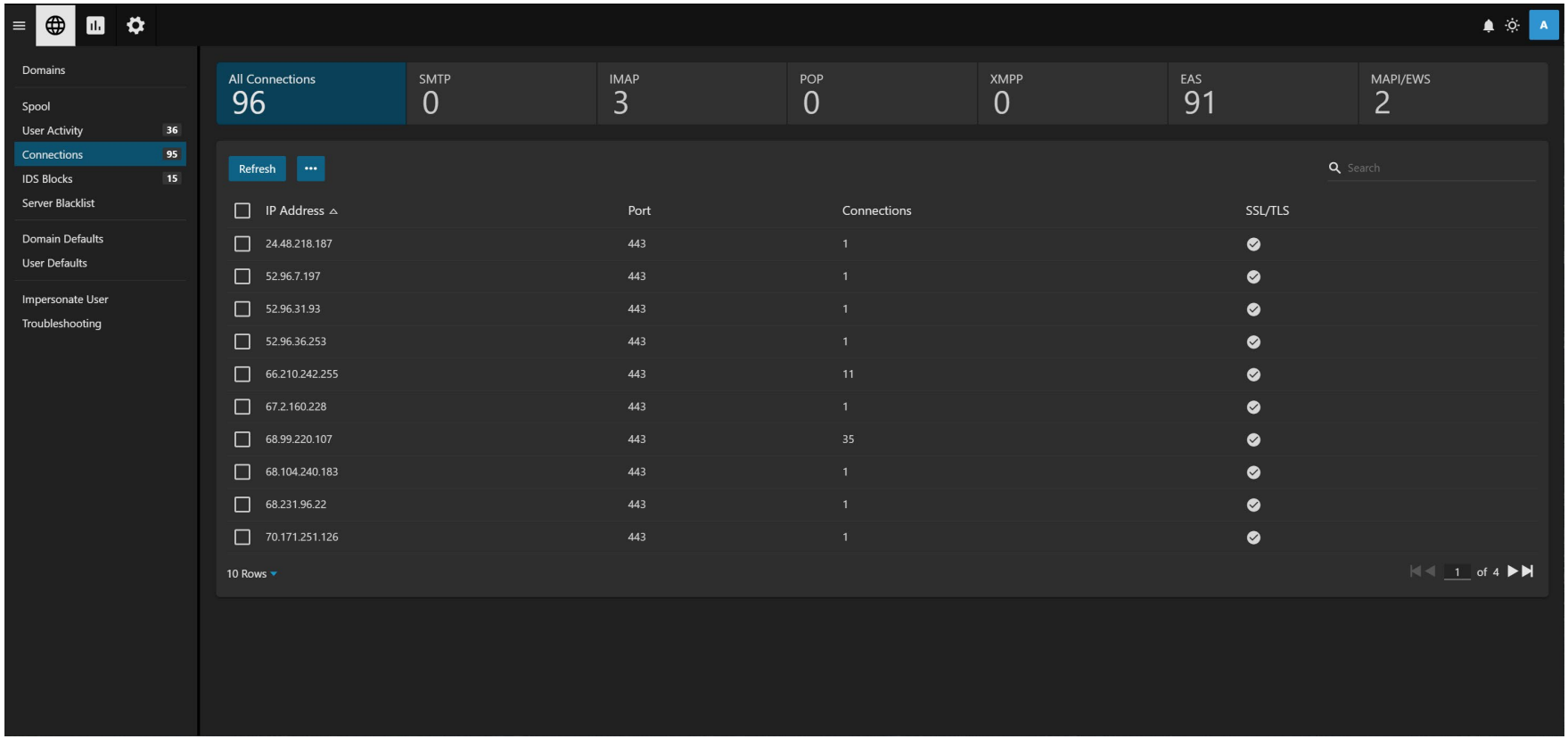
Administration – Domain Settings



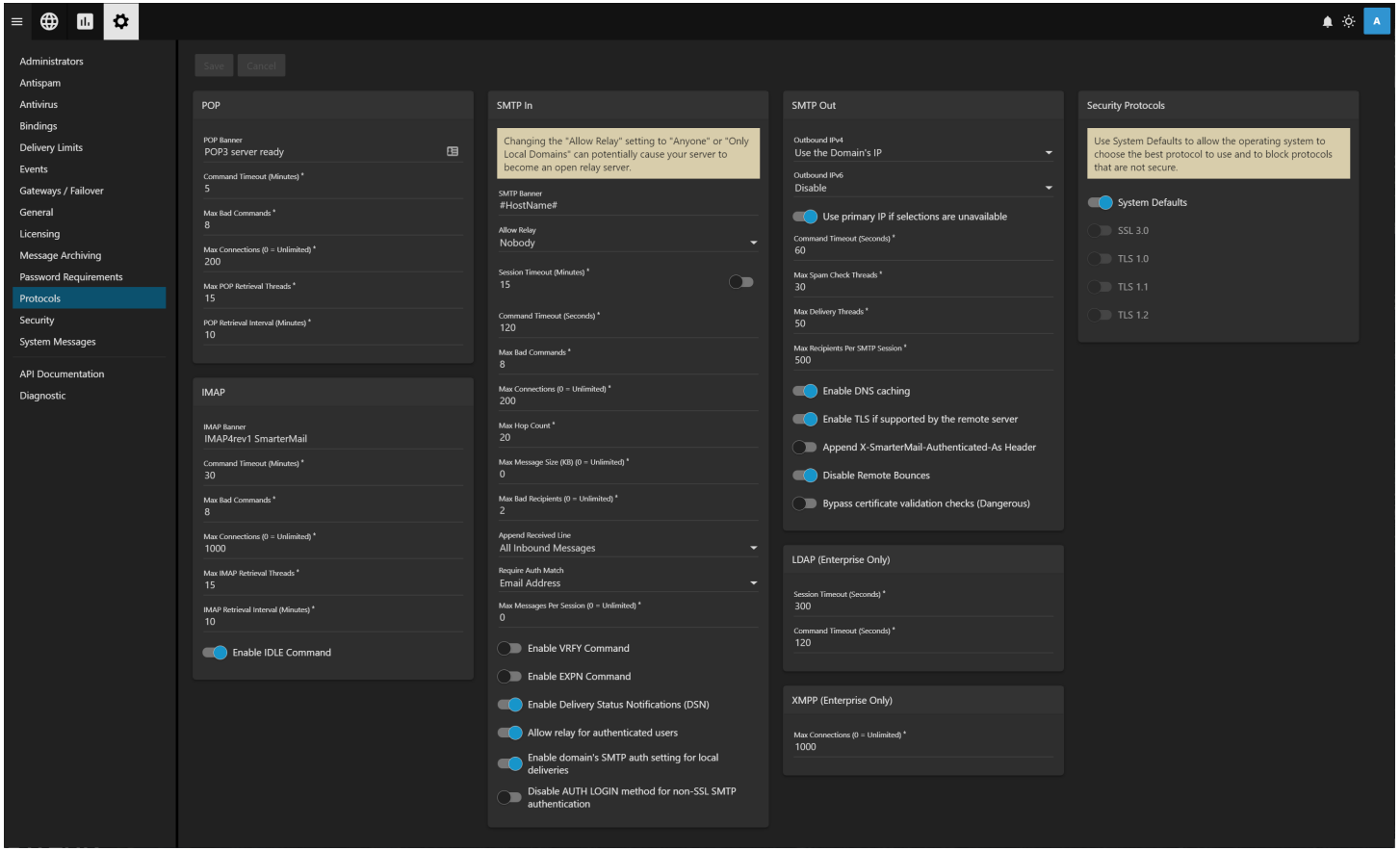
Administration - Reporting



Administration - Connections

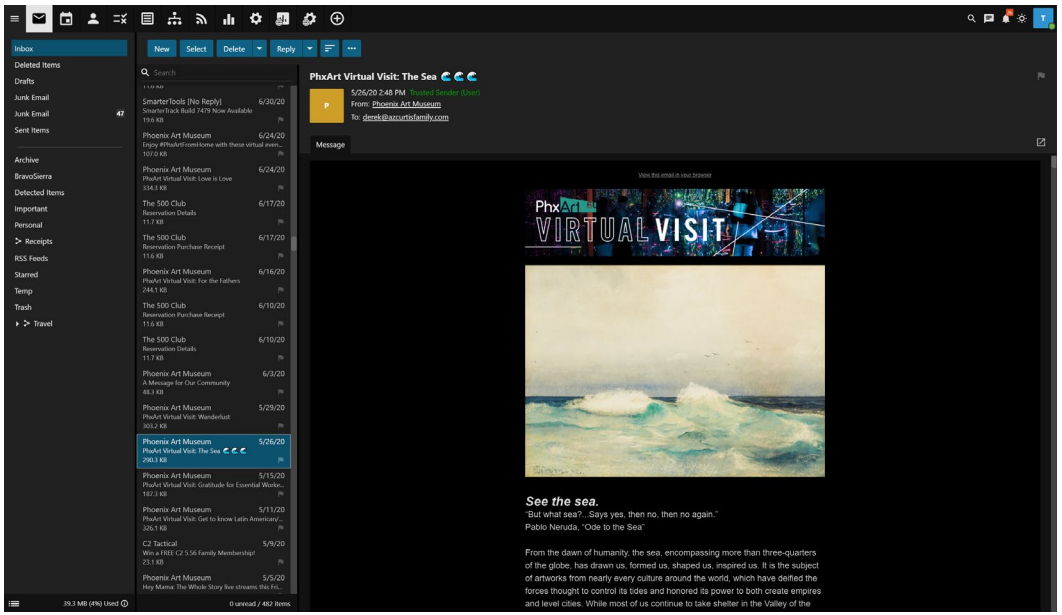


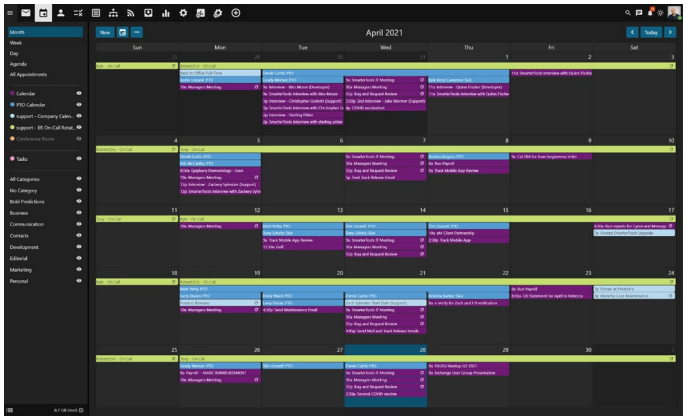
Administration - Protocols

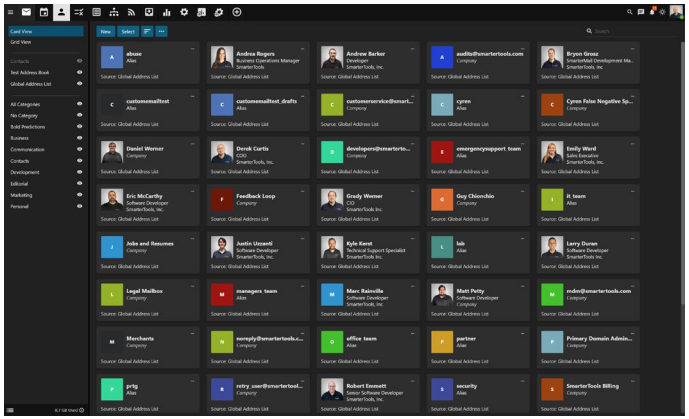


SmarterTools. INCORPORATED

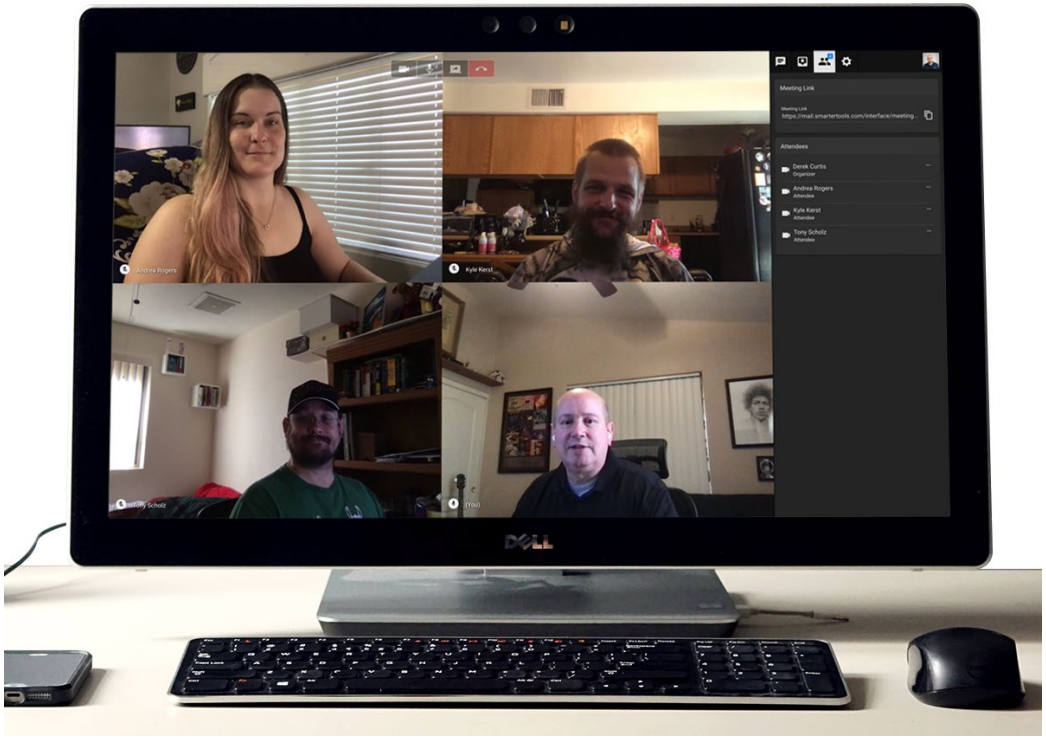
Webmail

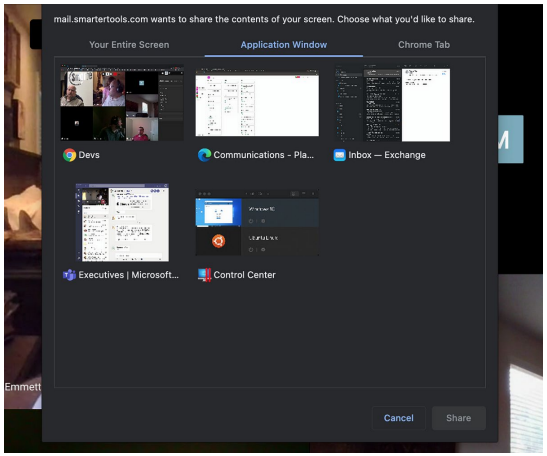


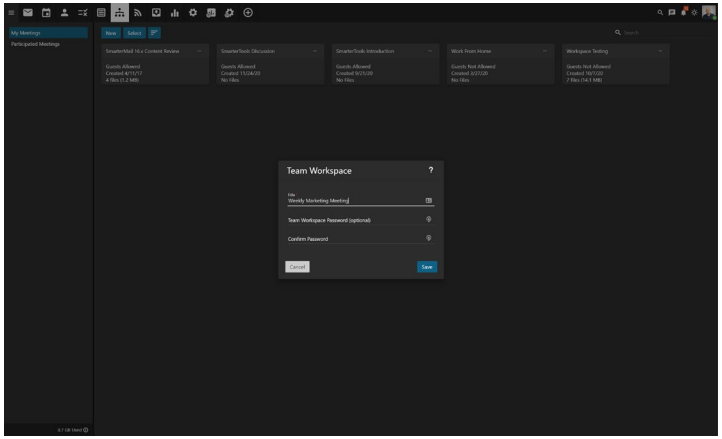




Team Workspaces







Clients and Protocols

Windows Desktop Clients

Feature	Outlook 2019	Outlook 2016	eM Client***	Windows Mail*
Email Folders	MAPI	MAPI	EWS	EAS
Contacts	MAPI	MAPI	EWS	EAS
GAL**	MAPI	MAPI	EWS	EAS
Primary Calendar	MAPI	MAPI	EWS	EAS
Secondary Calendar	MAPI	MAPI	EWS	EAS
Tasks	MAPI	MAPI	EWS	n/a
Notes	MAPI	n/a	EWS	n/a
Shared Folders	MAPI	MAPI	EWS	IMAP
Shared Contacts	MAPI	MAPI	EWS	n/a
Shared Calendars	MAPI	MAPI	EWS	n/a
Shared Tasks	MAPI	MAPI	EWS	n/a
Shared Notes	MAPI	MAPI	EWS	n/a
Room Scheduling	MAPI	MAPI	EWS	n/a
Synced Categories	MAPI	MAPI	n/a	n/a
Autodiscover	MAPI	MAPI	EWS	EAS

*Includes People and Calendar applications for Windows 10
**GAL works on search and/or autocomplete only
***Some features require a Pro license

Clients and Protocols

MacOS Desktop Clients

Feature	Outlook 2019	Mac Mail*
Email Folders	EWS	EWS
Contacts	EWS	EWS
GAL	EWS	EWS
Primary Calendar	EWS	EWS
Secondary Calendar	EWS	EWS
Tasks	EWS	n/a
Notes	EWS	EWS
Shared Folders	EWS	n/a
Shared Contacts	EWS	n/a
Shared Calendars	EWS	n/a
Shared Tasks	EWS	n/a
Shared Notes	EWS	n/a
Domain Calendars	EWS	n/a
Synced Categories	EWS	n/a
Autodiscover	EWS	EWS

*Includes Calendar, Contacts and Notes applications for MacOS

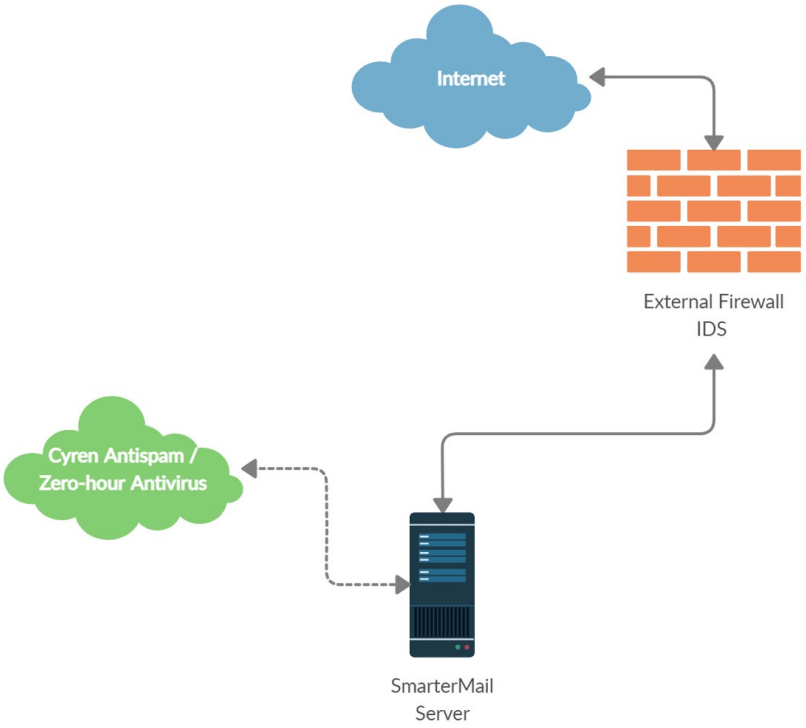
Clients and Protocols

Mobile Clients

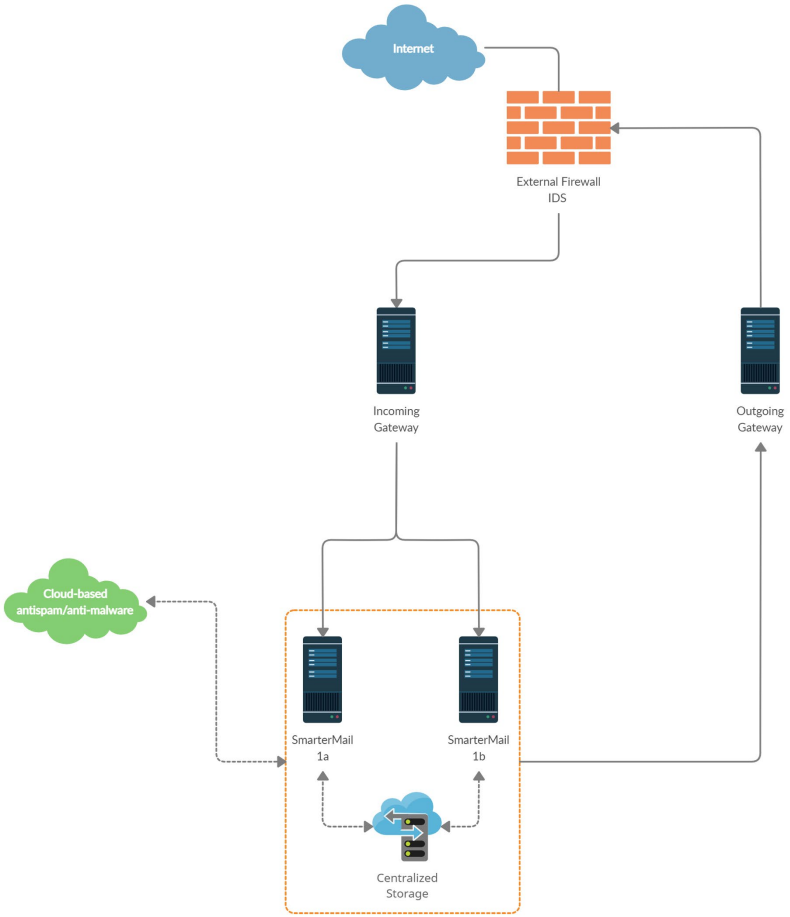
Feature	iOS Mail*	Gmail (Android)	Samsung Mail**	Outlook (iOS/Android)
Email Folders	EAS	EAS	EAS	EAS
Contacts	EAS	EAS	EAS	EAS
GAL	EAS	EAS	EAS	EAS
Primary Calendar	EAS	EAS	EAS	EAS
Secondary Calendar	EAS	EAS	EAS	EAS
Tasks	EAS	n/a	EAS	n/a
Notes	EAS	n/a	n/a	n/a
Shared Folders	EAS	EAS	EAS	EAS
Shared Contacts	EAS	n/a	EAS	n/a
Shared Calendars	EAS	EAS	n/a	n/a
Shared Tasks	EAS	n/a	EAS	n/a
Shared Notes	EAS	n/a	n/a	n/a
Domain Calendars	n/a	n/a	n/a	n/a
Synced Categories	n/a	n/a	EAS	n/a
Autodiscover	EAS	n/a	EAS	EAS

*Includes iOS Calendar, Contacts, Reminders and Notes apps
**Includes Samsung Calendar and Contacts apps

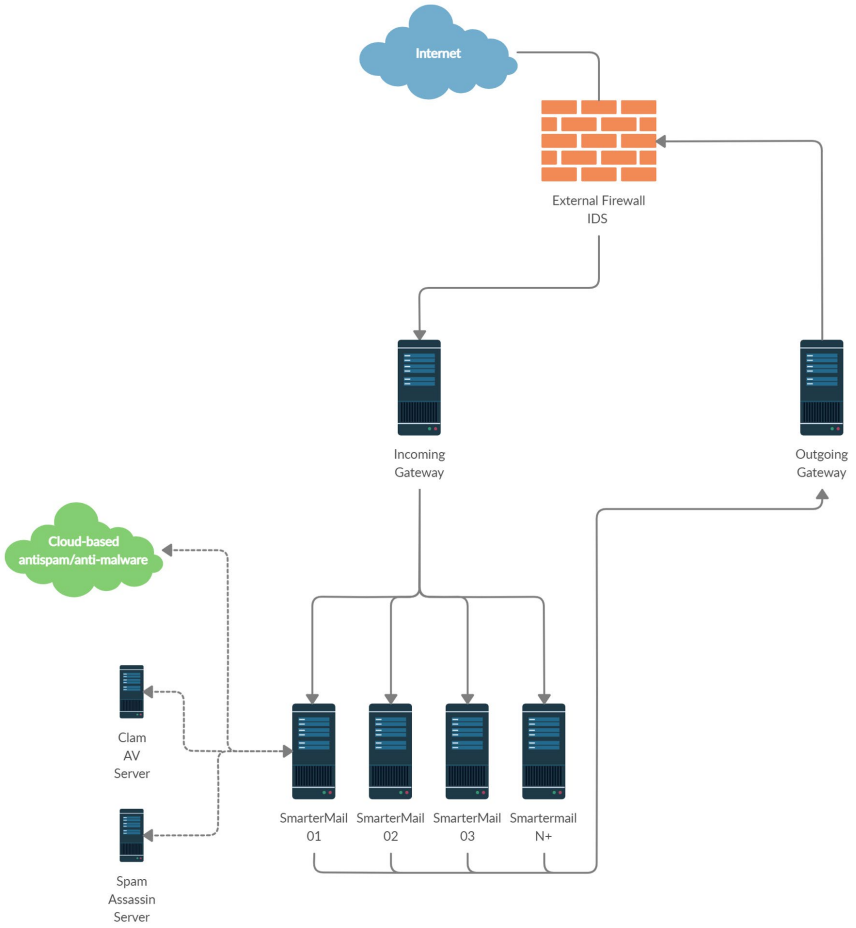
Basic Enterprise Deployment



Failover Deployment

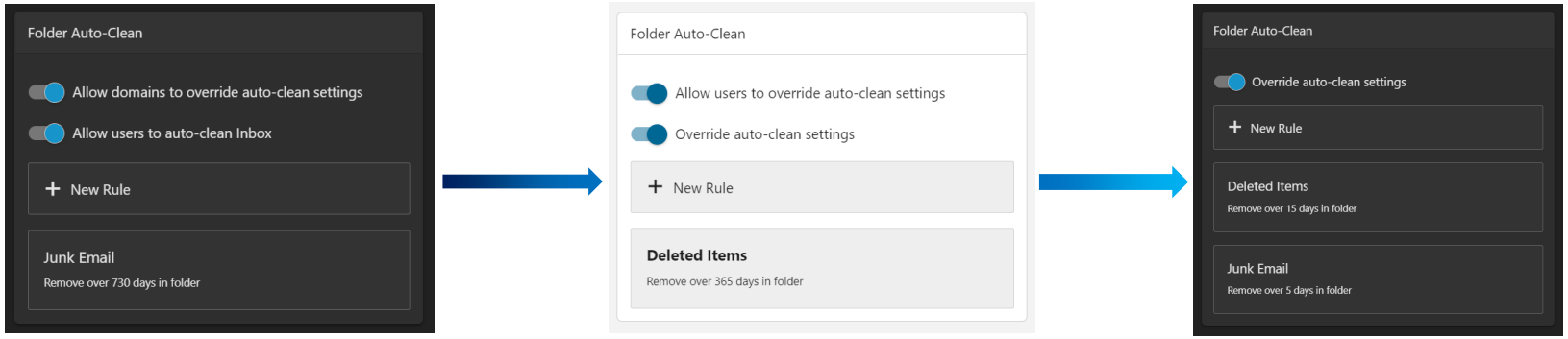


ISP/Hosting Deployment



Distribute Responsibility

System Administrator → **Domain Administrator** → **SmarterMail End User**



Monetizing Email with SmarterMail

Feature-based email plans

- Most features can be turned on or off at the domain and/or user level

Basic Plan	Business Plan	Enterprise Plan
POP/IMAP	MAPI/EWS/POP/IMAP	MAPI/EWS/POP/IMAP/EAS
500GB Disk	1TB Disk	5TB Disk
Basic Antispam	Basic Antispam	Basic Antispam
Basic Antivirus	Cyren Antispam	Cyren Antispam
	File Storage	Cyren Zero-hour
	Group Chat	File Storage
		Group Chat
		Team Workspaces
		AD / LDAP

Future of Microsoft Exchange

- Exchange on-premise is ending
- Recent Exchange vulnerabilities (where's their focus?)
- New Microsoft clients (One Outlook / Project Monarch)
    - ❖ Good alternative clients out there (eM Client)
- Accompli acquisition and its implications
- Microsoft wants everyone's email – O365, Outlook users, third-party email servers, Gmail, etc.
    - ❖ How will they use the data they get?

Questions and Answers