



INDUSTRY

AppRiver LLC is a leader in hosting business class Messaging, Collaboration, Security and Unified Communications solutions. The company was founded in April of 2002 with a handful of experts, an arsenal of technology, and one clear value proposition: to offer businesses of all sizes secure messaging solutions. Since its inception, AppRiver has sustained an impressive 97% customer retention rate while growing its customer base to more than 40,000 customers and over 5 million mailboxes worldwide, making it one of the largest e-mail security service providers in the world.

AppRiver is a Software-as-a-Service (SaaS) provider offering spam and virus protection, as well as completely managed services for Messaging and Groupware. AppRiver's Secure Hosting services eliminate the time and investment required for businesses to purchase and maintain servers in-house.

By outsourcing messaging and other communication concerns to AppRiver, businesses are free to focus on core strategic initiatives. AppRiver invests in the technology, hardware, and ongoing support services, freeing the customer from those expenses. The company's services are powerful and flexible, enabling organizations of any size to manage e-mail communications with the same level of protection and control as major corporations.

AppRiver relies on CommuniGate Pro as the platform to deliver UC as SaaS for Small to Medium Enterprises

CHALLENGE

As a provider of e-mail and security services, AppRiver strives to provide the best offering on the market today and deliver premium value added services (VAS) around the core e-mail features. In addition to offering high-level anti-spam and anti-virus filtering, they wanted to find a more reliable platform that would provide new features their customers demanded, plus be highly efficient for virtualized hosting. AppRiver needed a Unified Communications (UC) solution that would allow to quickly add resources without any downtime, and a solution that allows to offer unique Class of Services management. At the

same time, AppRiver wanted to diversify their offerings and look at the ability to create their own VAS features on a platform with a full development environment to provide to their customers.

One of the reasons new customers were looking to AppRiver was that they often were struggling to manage their own e-mail systems using open source software, or complex technology that they did not have staff to maintain well and needed a more reliable solution. "Management of e-mail systems can cause major headaches for the IT officers of these companies," says Joel Smith, Chief Technical Officer at AppRiver. "The CommuniGate Pro offering provides an easy to manage and maintain Unified Communications system in a solid reliable platform. CommuniGate Pro runs itself. Robust, elegant, solid - it fits in with whatever the environment requires."

As their customer base increased, AppRiver needed to upgrade to a more reliable option that would also scale to meet their new growth. "We selected CommuniGate after comparing metrics and carefully analyzing leading industry reports," said Smith. "After installing CommuniGate Pro, we became familiar with the platform and realized how easy of a switch it would be from our prior Outlook Solution to expand into new services," he said. "We are very pleased with CommuniGate Pro and find it to be a very reliable platform."

SOLUTION

The CommuniGate Pro Platform is the most reliable and efficient solution available in the market today for SaaS providers. The determining factor in AppRiver's decision to purchase CommuniGate Pro was the ability to efficiently scale to meet their new customer base. Scaling is a key requirement when you are growing and expanding at the rate that AppRiver is, and they are happy that CommuniGate Pro is able to provide the high level of service that their customers need, with little administrative change management requirements, and no customer impacts or "offline maintenance windows."

CommuniGate Pro is constantly upgraded to meet the demands of the most stringent service providers, incorporating hot new technology and trends into the platform. "We can depend on CommuniGate Systems to be on top of Unified Communications trends," said Smith. "If there is a new industry standard, we know CommuniGate will be on top of it and incorporate them into the CommuniGate Pro platform. Whether it is e-mail encryption, caller ID, e-mail security, or etcetera, we know that we are in good hands."

Such new powerful technologies include CommuniGate Pronto! the flash-based web 2.0 client for CommuniGate Pro. "Pronto! is a lightweight and responsive Unified Communications interface," explained Smith. "It runs on technology like Adobe Flash and does not need any installation on the desktop. But with that being said, Pronto! can also run on the Adobe Air environment which can be installed locally and provide powerful features rivaling any desktop client," said Smith. The Pronto! interface provides a complete unified communications experience. Instant messaging, voice, e-mail and rich media are all combined into one lightweight, portable unified interface that can be used on any browser or operating system including Mac and Linux. "Our customers mainly use Pronto! for e-mail, but when they see how easy it is to use the interface, they begin to incorporate more of its Unified Communications into other areas of their lives," said Smith.

SYSTEM ARCHITECTURE

CommuniGate Pro can run on almost any operating system, from Unix, Linux, and BSD, to OSX and Windows, providing maximum flexibility for the SaaS provider, plus, CommuniGate Pro client support ranges from nearly any open standards based applications to Outlook and MAPI. Pronto! runs anywhere Flash is available. This allows the user to leverage any laptop or desktop, running Windows, Linux or Mac. AppRiver hosts their customers on mixed operating systems using mostly Dell equipment, and have robust security measures in place to filter harmful messages and prevent attacks. "Regardless of the platform, CommuniGate Pro's messaging output delivers the same outstanding experience," said Smith.

BENEFITS

As AppRiver rapidly expands their services to new customers, their primary needs continue to be that they must deliver a solid message throughput on a platform that would continue to scale as they ac-

quired new customers. Multi tenancy and high density of the platform are key requirements for AppRiver. "CommuniGate Pro has continued to scale at the current rate we need. Our customers are starting to use Pronto! for real integrated Unified Communications and love it," said Smith.

CommuniGate Systems strives to stay on the cutting edge in regards to messaging, voice, rich media and ease of deployment. AppRiver's customers traditionally had used the CommuniGate Platform for e-mail and messaging services at home, and in the office. Now these customers are starting to realize the benefit of connecting their CommuniGate Pro accounts via AirSync to their mobile devices, allowing them to access their e-mail, messages and calendars and maintaining the same reliability on the road using a trusted infrastructure from AppRiver.

If there ever is a problem or a question arises, AppRiver can rely on the CommuniGate Systems support team to provide correct answers in a timely fashion. "Phone and e-mail inquiries are always answered quickly," said Smith. "The support team knows what they are talking about. They get to the core issue and provide accurate answers. There have been many times we contacted support for ideas on configurations based upon customer requests, and they are always helpful," said Smith.

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