# EVENT FLASH

## RIM Announces MDaemon Messaging Server, BlackBerry Edition, for Small and Medium-Sized Businesses

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### IN THIS EVENT FLASH

This IDC Flash examines Research In Motion's recent relaunch of the MDaemon email server for small and midsize businesses. The revamped MDaemon offers SMBs a complete email, calendar, and contacts solution with mobile email capabilities, including IT administration tools. The product is available as a single download to Windows-based servers or Windows XP machines from the ALT-N Technologies site.

### SITUATION OVERVIEW

RIM quietly acquired MDaemon creator ALT-N Technologies in 2009. While on paper this married the popular SMB email server product to the leader in mobile business email, deeper BlackBerry integration has been in the works since the acquisition. On February 23, RIM announced the launch of MDaemon Messaging Server, BlackBerry Edition.

Originally soft launched in late 2010, MDaemon Messaging Server, BlackBerry Edition combines MDaemon's Windows-based "exchange alternative" email and messaging server with wireless synchronization, security, management, and control features for BlackBerry devices. The security features include encrypted data transmission, as well as remote lock and wipe to protect against the number 1 mobile security threat — lost or stolen devices.

Pricing begins at $380 for six users and works with any service plan, including BIS subscribers; like BES Express, MDaemon embraces individual-liable employees wanting to leverage their personal BlackBerry devices.

### FUTURE OUTLOOK

MDaemon Messaging Server, BlackBerry Edition should be viewed as a complementary piece in the BlackBerry enterprise solution portfolio. RIM is the leader in mobile enterprise email, and while BlackBerry is strongly represented in the SMB market, that is a characteristically difficult market to sell to — particularly at the smaller end of the market. RIM clearly absorbed this lesson when its BlackBerry Professional Software offering for the SMB — since discontinued — failed to reach desired adoption. Since then, RIM has launched the free BES Express product — a streamlined version of BES with fewer IT policies and controls — aimed at both the individual-liable market and the SMB market. BES Express is also a natural fit for businesses already using an Exchange Server for email and that would like to deploy mobile email. Businesses new to corporate email can deploy an email server and mobile email in a single step with MDaemon.

At the smallest end of the market where IT resources are limited, simplicity and ease of adoption are critical to technology adoption. BES contains upwards of 4500 IT policies, BES Express contains around 45, and MDaemon possesses about 20. This is sufficient for small businesses that may not employ a full-time IT administrator, or whose business owner handles IT procurement and deployment. According to RIM's press release, MDaemon can be installed in as little as 30 minutes. This is vastly important to the small business, where limited IT resources demand that newly deployed technologies do not interrupt normal business operations for owners or line-of-business staff.

Thanks to a long-standing partnership, RIM knew the strong appeal MDaemon had in the small business segment prior to the acquisition. The all-in-one offering of an easy-to-deploy email server with BlackBerry integration — through a single management console — will certainly be attractive to small business owners and IT personnel. The new product makes an attractive offering for small businesses and should be readily embraced by existing MDaemon resellers.

The embedded base of MDaemon users will also provide an important opportunity for increased BlackBerry adoption in the SMB. MDaemon customers are global, representing over 90 countries and 25 languages. As of launch, MDaemon BlackBerry Edition is available in 40 countries and 7 languages.

Rather than undertake expensive corporate mobility deployments, savvy small businesses can encourage employees — perhaps through modest one-time reimbursements — to adopt BlackBerry devices on their own and cheaply mobilize workers without paying for voice and data services. It will be incumbent upon RIM and its channel partners to educate SMB decision makers on the opportunity.

While the focus of the new product is clearly on increasing the presence of BlackBerry devices in the SMB, RIM/ALT-N Technologies have shown a sensitivity to the way that small businesses operate. The general trend toward individual liability has increased the number of devices of all types brought into the workplace, and the reality is that businesses rely on multiple operating platforms. MDaemon does support other device types besides BlackBerry, albeit with an inferior experience and no push email and without administrative tools. This allows employees to leverage their current devices but incentivizes them to consider BlackBerry when their existing contracts expire.

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