VisNetic MailFlow Competitive Analysis

8/2003

Deerfield.com

Table of Contents   Page

Number

1 Introduction

1.1 Executive Summary
The purpose of this market analysis is to identify present and upcoming VisNetic MailFlow competition. Noted for each product are platform, features, stratification and pricing. However, in some instances, this information is not available.

Not all listed competitive products have been installed. Unique features have been noted where applicable.

1.2 Product Definition

For the purposes of this analysis the following VisNetic MailFlow baseline information is used:

VisNetic MailFlow 2.0

Platforms: Windows 2000 Server and Pro and Windows XP Pro.

Distribution:ESD

Price Range: $330 - $3500

License Sizes:TBD

Features:

- Powerful email routing and workflow processing
- Flexible message routing criteria
- Robust email auto-processing features (auto-reply, forward copy, etc.)
- A centralized library of standard responses to customer inquiries
- Automatic per-representative tracking of most-frequently-used standard responses
- Automatic generation and tracking of service incidents
- Quick customer and ticket search facilities
- Supervise and filter employee email communications
- Comprehensive reporting and analysis
- Instant access to customer communications history
- An intuitive, familiar web-based interface
- Integrated spell-checking
- Support for NT account integration
- Mail backup, archiving, and purging facilities
- Customized logging at various severity levels
- An optional virus scanning plug-in

1.3 Market Description

For the purpose of this analysis, the following general VisNetic MailFlow market definition is used:

The email management market includes any customer looking for a means of handling large volumes of customer email. Most programs in this category use a rules-based system to route incoming messages to appropriate queues. Also typical is the implementation of a "standard response library" that allows agents to quickly respond to customer inquiries. Messages are usually entered into a database and subsequent responses to the initial inquiry are tracked. For small and medium businesses with an established web presence, email management software is more economically feasible than full-fledged CRM solutions.

2. Competition Identification

The following potential VisNetic MailFlow competitors have been identified in the market described above. These have been divided into the following groups: Peer Competitors and Superior Competitors.

2.1 Peer Competitors

Each competitor identified offers features or benefits that are significantly similar to those of VisNetic MailFlow and has an established market presence:

- EmailResponse
- Calypso

2.2 Superior Competitors

Each of the following competitors feature benefits that better fit the category of full-fledged CRM type solutions, but still contain functionality similar to email management software.

- Amacis Visibility
- Emailtopia
- EGain
- Remedy EMS
- AnswerTrack

3 Appendix A: Peer Competitors (Web-based)

3.1 Artologik

3.1.1 Product: EmailResponse

Company	Artologik (Artisan Software = Developers)
Address	Vidéum SE-351 96 Växjö, Sweden
Phone	+46 (0) 470 77 85 80
URL	http://www.artologik.net/default_en.htm
Email	info@artologik.net
Exposure	NA
Distribution	ESD option does not currently include EmailResponse; Currently inviting reseller signups but do not feature a reseller locator for customers
License Sizes	Light/Standard/Enterprise; Light includes 1 system account and 5 personal accounts; MS Access recommended. Standard includes 3 system accounts and 20 personal accounts; Access or SQL Server may be used. Enterprise includes 10 system accounts and 50 personal accounts; SQL or Oracle Server may be used; additional 5 sys acct/25 pers acct licenses may be purchased for Enterprise version.
Price Range (USD)	Light: $500.00; Standard: $2,500.00; Enterprise: $5,000.00 Additional 5/25 license: $1,000.00
Support Policies	Free support options: FAQ; manual – No EmailResponse-specific FAQs; Manual unavailable (in progress)
Platforms	Windows 98/ Windows NT 4.0/Linux
Features	Virus Scanning Standard Responses Reporting PKI / S/MIME / SSL3 User & Manager Notification of Aging, Unanswered Emails Multiple Language Support Manager Level Reporting Includes Wireless Communications Instant Messaging Automatic Response to Common Questions
Trial Version Available	Free 30 days option does not presently include EmailResponse
White Paper Available	No; Functional Overview available

3.2 Amacis

3.2.1 Amacis Visibility 2

Company	Amacis (Founded 1999)
Address	101 Federal Street Suite 1600 Boston, MA 02110 Offices in Ireland, UK & Hong Kong
Phone	1 617 204 5714
URL	http://www.amacis.com
Email	info@amacis.com
Exposure	Aberdeen Group's "What Works" Award
Distribution	Not published
License Sizes	Not published
Price Range	Not published
Support Policies	Email and phone support are available, no policies specified
Platforms	Sun Solaris, NT, AIX
Features	User features include annotations, case management, deferral to specified later date, partial response, dismiss and message forwarding. Advanced features include case number reassignment, message escalation, category and agent reassignment. PKI Encryption technology including SSL protection of internal communications. System can present the agent with a suggested response.
Trial Version Available	No, but you can view it online
White Paper Available	Yes
Noteworthy	As its categorization engine, Visibility utilizes the IBM Text Analyzer Business Component (part of WebSphere Business Components).

3.3 Micro Computer Systems, Inc.

3.3.1 Calypso Contact Center 1.0

Company	Micro Computer Systems, Inc. (Founded 1980) (Subsidiary of NEC America, Inc.)
Address	6535 N. State Highway 161 Irving, Texas 75039-2402
Phone	214.262.3530
URL	http://www.mcsdallas.com/
Email	info@mcsdallas.com
Exposure	None listed
Distribution	Potential customers are directed to contact MCS. No mention of reseller channel.
License Sizes	Not published.
Price Range	Not published.
Support Policies	No online support documentation; visitor is instructed to email MCS support.
Platforms	Windows; UNIX; Linux
Features	Uses Microsoft SQL Server for data storage. Monitors multiple Internet e-mail accounts. Filters incoming messages to eliminate junk mail. Routes chat and e-mail messages to correct queue. Pushes messages to the next available agent. May be configured to send auto-response messages. Archives messages for later processing. Maintains system and agent performance statistics. Maintains a history of communications occurring between the system and outside customers. Server access is password encrypted. Simple user interface designed specifically for high-volume environments. Standard reply library. Searchable history. Spell check. Administrator responsibilities: Configure route plans by establishing rules and associated actions for incoming e-mail and chat sessions. Configure default and exception calendar for chat support availability. Configure transaction aging and specify action to be taken. Monitor and join real time chat sessions as needed.
Trial Version Available	No; Demonstration copy is available upon request.
White Paper Available	No

3.3.2 Notable Features

When connected directly to the server, no Internet access or email account is required. No browser is required, as it uses its own method to display email and instant chat requests.

3.4 emailtopia

3.4.1 Product: Response Manager 3.0

Company	Emailtopia (Founded 1997)
Address	220 King Street West, Suite 300 Toronto, Ontario M5H 1K4
Phone	416.239.4826
URL	http://www.emailtopia.com
Email	info@emailtopia.com
Exposure	None listed
Distribution	Potential customers are directed to contact emailtopia. Currently inviting reseller signups but do not feature a reseller locator for customers.
License Sizes	Not stratified; one size fits all
Price Range (USD)	$5000.00 per server and domain; $7500.00 workgroup/corporate exchange server (max 25 users) $1000.00 annual support and maintenance $150.00 setup and configuration per hour (travel and per diem additional) $1500.00 training per day (travel and per diem additional) Shipping costs additional
Support Policies	FAQ available online; otherwise, annual support contract required
Platforms	Windows NT 4 SP6; or Windows 2000
Features	Integrates w/existing infrastructure Group message queues Message routing Automated responses Temporary routing Message escalating Acknowledgement Messages Outgoing message approval Communication history Content filtering Knowledge base library Categorization Bounced email handling Reports
Trial Version Available	Available upon request.
White Paper Available	No

3.5 eGain

3.5.1 Product: eGain eService Enterprise (E3)

Company	EGain (Founded 1997)
Address	714 East Evelyn Avenue Sunnyvale, CA 94086
Phone	408 212-3400
URL	http://www.egain.com/
Email	sales@egain.com
Exposure	Communications Solutions Products of the Year, Jan 2002; Customer Interaction Solutions Product of the Year, Jan 2002.
Distribution	Must contact eGain; reseller locator available on website.
License Sizes	Not published.
Price Range	Not published.
Support Policies	Standard Support and Extended Support options; prices and terms not published.
Platforms	Not published.
Features	Standard Responses User & Manager Notification of Aging, Unanswered Emails Reporting PKI / S/MIME / SSL3 Multiple Language Support Includes Wireless Communications Instant Messaging Automatic Response to Common Questions
Trial Version Available	No; Flash presentation demo online.
White Paper Available	Yes; http://www.egain.com/e3_promo/e3_promo.asp

3.6 Pergrine Systems

3.6.1 Product: Remedy Email Management System

Company	Peregrine Systems (Founded 1981)
Address	3611 Valley Centre Drive San Diego, CA 92130
Phone	800.638.5231
URL	http://sdweb02.peregrine.com/prgn_corp_ap/pstHomePage.cfm?
Email	info@peregrine.com
Exposure	Not listed
Distribution	Potential customers must contact Peregrine; partners page down.
License Sizes	Not published.
Price Range	Not published.
Support Policies	Support pages are password protected, undisclosed support plans are available
Platforms	Not published
Features	Tracks history Rest of the features are quite vague on the website
Trial Version Available	No
White Paper Available	Yes

3.6.2 Notable Features

Different modules are available that provide different options. There is no real clarification on the website as to the specific features included in each module.

3.7 GreenSoft Solutions Inc. (GSI)

3.7.1 Product: AnswerTrack

Company	GreenSoft Solutions Inc. (Founded 1996)
Address	10053 Lakeview Ave Lenexa, Kansas 66219
Phone	1 888 952 4888
URL	http://www.answertrack.com/
Email	sales@answertrack.com
Exposure	Not listed
Distribution	Product is downloadable. Download page can only be accessed with purchased, registered login credentials.
License Sizes	Server and Client/Agent licensing sold separately. Both are available in an Express, Pro and Enterprise version. Express is the only ASP hosted version. Express includes 2 Seats. Pro includes 5. Enterprise includes 10. Further Client licensing sold in packs: 1, 3, 5, 10, 20, 50, 100.
Price Range	Server: $29.95/month - $2999.95. Client: $9.95 - $4,000.00
Support Policies	90 days of email and phone support are included after purchase. Before or after 90 days, per incident fees apply. Also Online resources: KB, FAQ, etc.
Platforms	Windows NT/2000/XP Server
Features	Tracks history Customer Satisfaction Scoring System Customizable Help Desk Knowledge Base FAQ List Reporting
Trial Version Available	No
White Paper Available	No

4 Appendix B: Price Comparison Charts

4.1 Core Competitors

Software	Minimum Price	Maximum Price
MailFlow	$330	$3500
EmailResponse	$500.00	$5,000.00
Amacis Visibility	N/A	N/A
Calypso	N/A	N/A
Emailtopia	$5,000 per server & domain	-
eGain	N/A	N/A
Remedy EMS	N/A	N/A
AnswerTrack	$29.95	$4000

Software	Minimum Price	Maximum Price	Differentiator(s)
EmailResponse	Light $500	Enterprise $5000	Light is limited to one system account and 5 personal accounts; Standard ($2500) includes 3 system accounts and 20 personal accounts; Enterprise includes 10 system accounts and 50 personal accounts. Additional system and personal accounts are available in a 5/25 pack for $1000
Amacis Visibility			
Calypso	$5500 Server & one agent	$5500+ Server plus $500 per agent	Email management module available; chat management module available; combination module available; Email management module only features server at $5000 USD and $500 USD per agent
Emailtopia Response Manager	$5,000 per server & domain	$7500 workgroup/corporate exchange server; max 25 users	$5000.00 per server and domain; $7500.00 workgroup/corporate exchange server (max 25 users) $1000.00 annual support and maintenance $150.00 setup and configuration per hour (travel and per diem additional) $1500.00 training per day (travel and per diem additional)
eGain			
Remedy EMS			
AnswerTrack	$29.95	$4,000 + Additional Server Cost	Support Elements: Knowledge Base, FAQ's, Help Desk, etc.

VisNetic MailFlow	
3	$195
6	$330
12	$540
25	$875
50	$1250
100	$1500
250	$2000
500	$2500
1000	$3000
Unlimited	$3500