Email Platforms for Service Providers Market, 2010-2014

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SCOPE

This study provides an analysis of the Email Platforms for Service Providers market in 2010, and its potential growth over the next four years. It provides detailed market trends, market sizing and forecasts, along with an analysis of key vendors.

We provide data on worldwide mailbox installed base, market share, revenues, and forecasted market growth in terms of both installed base and revenue, from year-end 2010 to year-end 2014.

All market numbers, such as market size, forecasts, installed base, and any financial information presented in this study represent *worldwide* figures, unless otherwise indicated. All financial figures are expressed in $USD.

Throughout this report, we use the words 'email' and 'messaging' interchangeably.

METHODOLOGY

The information and analysis in this report is based on primary research conducted by The Radicati Group, Inc. It consists of information collected from vendors and service providers on a worldwide basis via interviews and surveys.

Secondary research sources have also been used, where appropriate, to cross-check the information collected. These include company annual reports and market size information from various market segments of the computer industry.

EXECUTIVE SUMMARY

- Email Platforms for Service Providers are highly scalable and flexible messaging platforms that allow service providers to offer hosted services to their subscribers. In the past, these email platforms tended to offer only basic email services to subscribers. However, due to fierce competition among service providers these email platforms now offer more advanced messaging and collaboration features, which include support for anti-virus, spam filtering, groupware, instant messaging (IM), wireless email, and more.

- Over the past few years, email platform vendors have begun focusing more on the customer-facing features, rather than just maximizing hardware costs. Service providers expect commercial email platforms to offer the same features that are offered by leading ISP/Webmail providers, such as Google Gmail or Microsoft Windows Live Mail. This has pressured many email platform vendors to address these expectations by including support for more cost-effective email storage, instant messaging (IM), social network integration, wireless email, and more.

- Email security still remains a key concern for all service providers due to the large amounts of spam and viruses that still reach the inbox each day. Almost all email platforms include some form of email security. Many email platforms leverage third-party email security technologies through partnerships with best-of-breed security vendors, such as Symantec, McAfee, Kaspersky Labs, Mailshell, Commtouch, and others.

- Although most Email Platforms for Service Providers are targeted at consumer-oriented service providers, many are now adding additional enterprise-grade services to also target Hosted Business Email providers. These business-oriented email platforms are becoming increasingly popular due to the uptake of cloud-based services with business customers.

  o Microsoft Exchange Server is currently the email platform of choice for Hosted Business Email providers, and continues to see rapid growth. In November 2009, Microsoft released Microsoft Exchange Server 2010, which was developed for the first time with hosting providers in mind. With built-in hosting capabilities, Hosted Exchange providers can now offer a more stable multi-tenant aware messaging platform.

- Many email platform vendors are also facing increasing competition from white-label service providers, particularly Google. These providers offer white-label email services to other smaller service providers, who then bundle and resell these services under their own brand. While this is still an emerging market, it is finding great appeal with many ISP/Webmail providers who wish to offer email at a low cost without making extensive investments in deploying and maintaining their own email platforms.

- Table 1, shows the forecasted installed base growth of service provider mailboxes (i.e. number of *active** accounts) including both consumer and business service provider mailboxes, from 2010 to 2014.

Worldwide Service Provider Mailboxes (M), 2010-2014					
	2010	2011	2012	2013	2014
Worldwide Installed Base (M)	2,332	2,512	2,700	2,884	3,073
% Change		8%	7%	7%	7%

Table 1: Worldwide Service Provider Mailboxes – IB, 2010-2014

(*) Note: We define active accounts, as accounts which have been accessed at least once in the last three months.

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