Carrier-Scale Messaging

A Radicati Group Webconference

9:30 am, PT
November 29, 2012

Speakers & Agenda

Speakers:

- Dave Ratner, *CEO & President*, **Openwave Messaging**

- Rita Leger, *POP Email Service Planner*, **Bell Aliant**

- Ronald Boyd, *Sr. Director Web Services*, **Time Warner Cable**

Agenda:

- *Overview Presentation from **Openwave Messaging***

- *Speaker Panel Discussion – moderated by Sara Radicati*

- *Audience Q & A session*

Openwave Messaging: Who We Are

Openwave Messaging
Next generation messaging platform with Cloud and social integration

1st	Conducted the 1st converged communications trials (O2, Telefonica)
1st	Developed the 1st photo messaging system in world (J-Phone)
1st	Deployed the industry's 1st fully integrated voice & video call answering system in the world (EMEA)
1st	Created the 1st active/active GR/DR messaging system
1st	1st to deliver to over 100M mailboxes live globally
1st	Founded the Messaging Anti-Abuse Working Group

2012 Company Milestones

January — Openwave Systems announces intent to sell business units

April — Openwave Systems announces definitive agreement with Marlin Equity Partners for the Messaging and Mobility businesses

May — Marlin Equity forms two new and independent companies: Openwave Messaging & Openwave Mobility.

Openwave Systems (Unwired Planet) is unrelated to the companies

July — Dave Ratner appointed as Openwave Messaging CEO

October — Strategic relationship with Scality announced delivering world-leading application-level GR and DR solution

November — Frost & Sullivan 2012 Mobile Messaging Product line Strategy Award

Provide an Open, Highly Scalable, Flexible and Cloud-Enabled Messaging Solution

Global Footprint: Universal Messaging Suite

Accessible from any device

Converged User Experience – Integrated & Seamless

Sharing | Video | MMS | Email | SMS | IM | Voice | Social

IMAP / CPM	mOS				Native
Message Store	Address Book	Calendar	Personal Cloud	SUR (Subscriber & Identity Management)	Facebook, Twitter, LinkedIn

Converged Object Store – Uniform access, policy & operations

Email is NOT Reliable Today

By ZACK WHITTAKER / ZDNET / April 18, 2012, 1:57 PM

Gmail outage Tuesday affected up to 35 million

Two-day iCloud mail outage continues to frustrate users

by Michael Rose   Sep 12th 2012 at 10:22AM

Share 27   +1 11

Oh No, Not Again: GoDaddy Recovers From Extended Email Outage

INVESTING   11/14/2011 @ 4:51PM   2,156 views

9 Comments

Earthlink Follows Blackberry With Widespread Email Outages

+ Comment now

First Blackberry (RIMM), now Earthlink (ELNK). The $730 million internet service provider experienced "severe" email outages all day Monday. It's online support chat system was overloaded, saying the next available support staff would be available within the next 70 minutes.

addy's email service experienced an
ded outage this morning, affecting a
on of its customer base. The outage took
the email systems beginning around 7:00
T (estimated) this morning, and the
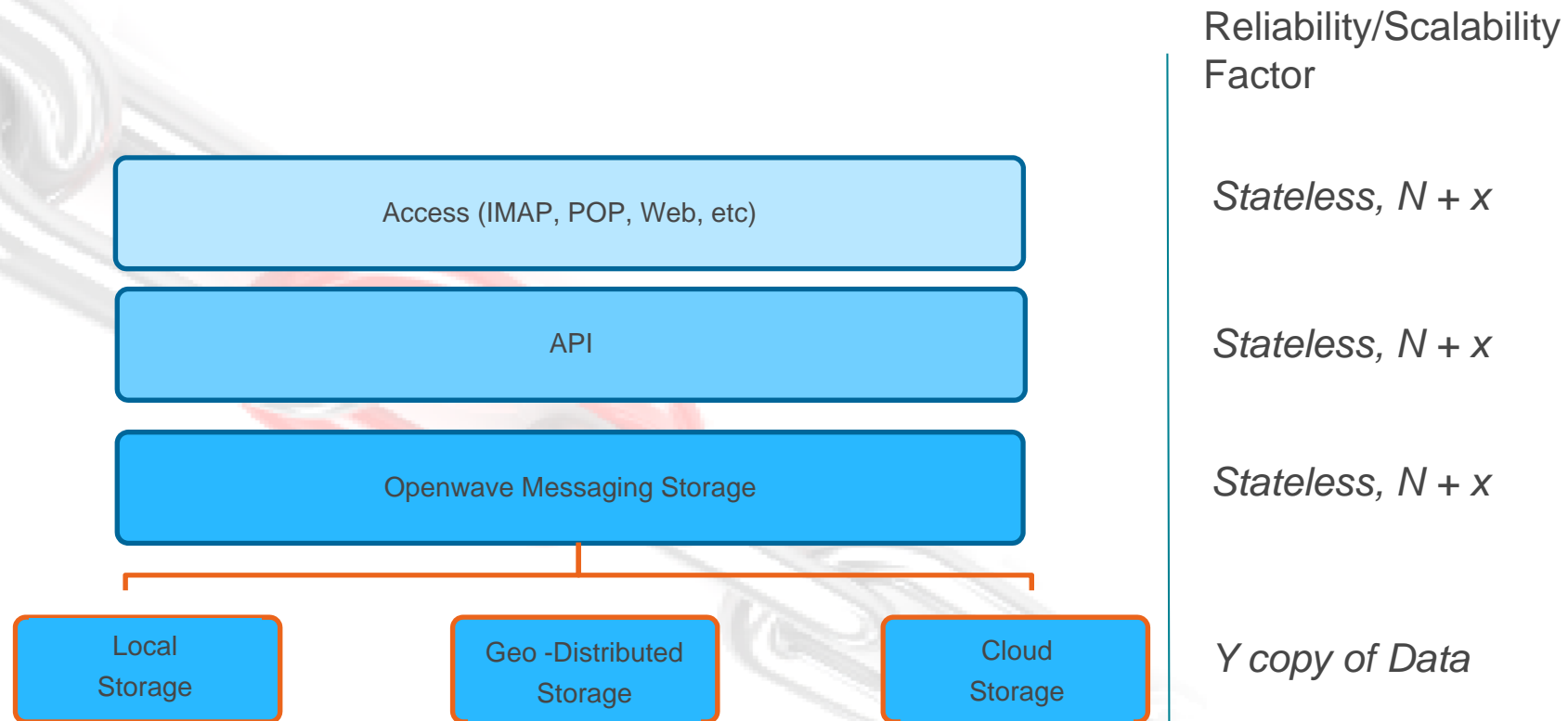ems were fixed by 10:30 AM ET, according
e company.

What is Carrier Grade Email?

▶ Carrier Grade Email is

- Availability at <u>true</u> five 9's

- Performance at 10's Millions of ACTIVE connections

- Continuous services availability under duress

- Guaranteed user experience

- Service isolation

- Deployment model that manages TCO while handling peak traffic spikes

- Confidence in the solution (and the company that provides it)

- Trust in the support and services organization (SLA, response time)

- Belief in the company's long term commitment to messaging (future proof)

Architecture for Reliability and Scaling

Reliability/Scalability Factor

Access (IMAP, POP, Web, etc)

Stateless, N + x

API

Stateless, N + x

Openwave Messaging Storage

Stateless, N + x

Local Storage	Geo -Distributed Storage	Cloud Storage

Y copy of Data

The only way to get TRUE 99.999% availability

Openwave Messaging: Example Customer

Example Customer Deployment

- 25M+ user deployment

- True Five 9's Availability

- Multiple data center support

- Active/Active Geo-Redundancy

- Open API's and Extensible Applications

- Rich User Interface

Application Level Active/Active Geo Redundancy

- Other solutions are expensive, 3rd-party solutions that require manual intervention and often don't work reliably

- Openwave Messaging solution automatically heals itself

- Active/Active – both data centers are live and operational

- Scalable, Reliable & Flexible Storage Model

- A released & deployed product

The Reliable Choice

One Highly Configurable, Open & Flexible Environment

- Easy to integrate with internal systems, application mashups and external partners
- Full range of deployment options (on premise, hybrid Cloud, Cloud)
- Fully scalable for user and storage growth and changing requirements
- Future-proof for today and tomorrow's needs via open APIs and extensibility options

Highly Scalable, Reliable, Addressing Business Continuity

- No single point of failure – true five nines with active/active GR/DR
- High performance, low TCO, designed for scalability and availability from the start
- Cloud-enabled for storage and compute, for flexibility, reliability, and safety

Driving Value

- Helping customers re-establish and utilize the value of messaging in their overall offering; helping customers maintain a strong brand and connection with their users
- Driving both incremental revenue streams and increased stickiness for users

Your Speaker Panel

- **Sara Radicati**
President & CEO, The Radicati Group

- **Dave Ratner**
CEO & President, Openwave Messaging

- **Rita Leger**
POP Email Service Planner, Bell Aliant

- **Ronald Boyd**
Sr. Director Web Services, Time Warner Cable

Thank You!

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