

THE RADICATI GROUP, INC.
A TECHNOLOGY MARKET RESEARCH FIRM

Email Market, 2013-2017

<http://www.radicati.com>

Cost – US \$3,000 by company P.O. or \$2,500 by credit card

A comprehensive analysis of the worldwide Email Market, across all key segments:

- ☒ **Enterprise Business Email** – Market Size, Installed Base and Revenue Market Share by Vendor, Four-year Forecast for on-premises email deployed by enterprises and SMBs.
- ☒ **Cloud Business Email** – Market Size, Installed Base and Revenue Market Share by Vendor, Four-year Forecast, Breakout by Platform Type for business cloud-based email services.
- ☒ **Consumer Email** – Market Size, Installed Base Market Share, Four-year Forecast for consumer email.
- ☒ **Messaging Platforms for Service Providers** – Market Size, Installed base and Revenue market share, Four-year Forecast for email platforms deployed by business and consumer service providers.
- ☒ **Email Clients** – Installed base Market Share by Vendor, Four-year forecast for desktop, web-based, and consumer email clients.
- ☒ In-depth analysis of the key market players in each segment, including: *Critical Path (CP), Google, IBM, Microsoft, Mozilla Foundation, Openwave Messaging, Oracle, and Yahoo!*.

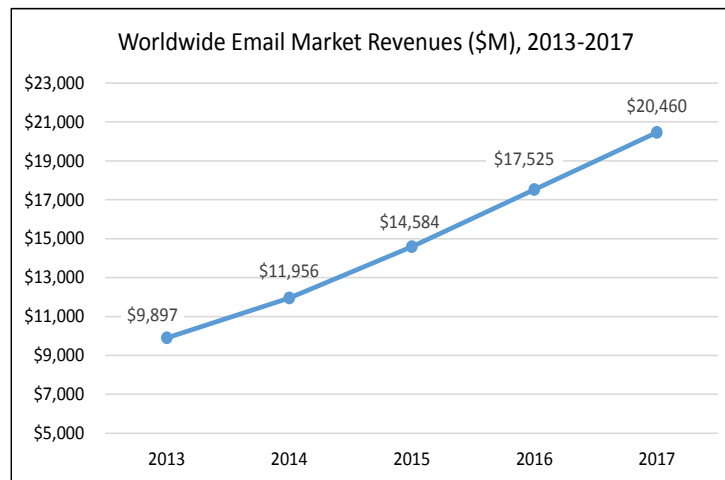


Figure 1: Email Market Revenue Forecast (\$M), 2013-2017

Headquarters: 1900 Embarcadero Road, Suite 206
Palo Alto, CA 94303
phone: +1 (650) 322-8059
fax: +1 (650) 322-8061

Europe: 29E Fitzjohns Avenue
London NW3 5JY, UK
phone: +44 (0)20 7794 4298
fax: +44 (0)20 7431 9375

TABLE OF CONTENTS

SCOPE	5
METHODOLOGY	6
EXECUTIVE SUMMARY	7
CHAPTER ONE – MARKET ANALYSIS	11
1.1 MARKET DEFINITION	12
1.1.1 WORLDWIDE EMAIL TRAFFIC FORECAST	15
1.1.1.1 BUSINESS EMAIL SENT/RECEIVED PER USER PER DAY	16
1.1.1.2 CONSUMER EMAIL SENT/RECEIVED PER USER PER DAY	17
1.2 MARKET SEGMENTATION	18
1.3 ENTERPRISE BUSINESS EMAIL	24
1.3.1 ENTERPRISE BUSINESS EMAIL MARKET SHARE BY VENDOR	27
1.3.2 ENTERPRISE BUSINESS EMAIL FORECAST	31
1.4 CLOUD BUSINESS EMAIL	33
1.4.1 CLOUD BUSINESS EMAIL MARKET SHARE	38
1.4.2 CLOUD BUSINESS EMAIL FORECAST	43
1.4.3 CLOUD BUSINESS EMAIL INSTALLED BASE BY PLATFORM TYPE	45
1.5 CONSUMER EMAIL	47
1.5.1 CONSUMER EMAIL MARKET SHARE	50
1.5.2 CONSUMER EMAIL FORECAST	55
1.6 MESSAGING PLATFORMS FOR SERVICE PROVIDERS	56
1.6.1 MESSAGING PLATFORMS FOR SERVICE PROVIDERS MARKET SHARE	59
1.6.2 MESSAGING PLATFORMS FOR SERVICE PROVIDERS FORECAST	65
1.7 EMAIL CLIENTS	67
1.7.1 DESKTOP EMAIL CLIENT MARKET SHARE	69
1.7.2 BUSINESS WEBMAIL CLIENT MARKET SHARE	70
1.7.3 CONSUMER WEBMAIL CLIENT MARKET SHARE	71
CHAPTER TWO – VENDORS AND SERVICE PROVIDERS	72
ENTERPRISE BUSINESS EMAIL VENDORS	73
IBM	74
MICROSOFT	80
CLOUD BUSINESS EMAIL PROVIDERS	89
GOOGLE	90
MICROSOFT	99
CONSUMER EMAIL PROVIDERS	110
GOOGLE	111
MICROSOFT	115
YAHOO!	121
MESSAGING PLATFORMS FOR SERVICE PROVIDERS VENDORS	126
CRITICAL PATH (CP)	127
OPENWAVE MESSAGING INC.	132
ORACLE	138
EMAIL CLIENTS	145
IBM	146

MICROSOFT	150
MOZILLA FOUNDATION	156

LIST OF FIGURES

<i>Figure 1: Email Market Segmentation.....</i>	<i>20</i>
<i>Figure 2: Penetration by Business Mailbox Type, 2013 & 2017.....</i>	<i>21</i>
<i>Figure 3: Email Revenue by Segment, 2013 & 2017.....</i>	<i>22</i>
<i>Figure 4: Enterprise Business Email – Revenue Forecast (\$M), 2013-2017.....</i>	<i>32</i>
<i>Figure 5: Cloud Business Email - IB Market Share, 2013.....</i>	<i>42</i>
<i>Figure 6: Cloud Business Email - Revenue Market Share, 2013.....</i>	<i>42</i>
<i>Figure 7: Cloud Business Email — Revenue Forecast (\$M), 2013-2017.....</i>	<i>44</i>
<i>Figure 8: Consumer Email - IB Market Share, 2013.....</i>	<i>54</i>
<i>Figure 9: Messaging Platforms for Service Providers – IB Market Share, 2013.....</i>	<i>63</i>
<i>Figure 10: Messaging Platforms for Service Providers – Revenue Market Share, 2013.....</i>	<i>64</i>
<i>Figure 11: Messaging Platforms for Service Providers – Revenue Forecast (\$M), 2013-2017....</i>	<i>66</i>

LIST OF TABLES

<i>Table 1: Worldwide Email Market Forecast, 2013-2017.....</i>	<i>7</i>
<i>Table 2: Worldwide Active Email Accounts Forecast (M), 2013-2017.....</i>	<i>10</i>
<i>Table 3: Worldwide Daily Email Traffic, 2013-2017.....</i>	<i>10</i>
<i>Table 4: Worldwide Email Users, 2013-2017.....</i>	<i>12</i>
<i>Table 5: Worldwide Active Email Accounts Forecast (M), 2013-2017.....</i>	<i>13</i>
<i>Table 6: Worldwide Active Email Accounts, 2013-2017.....</i>	<i>13</i>
<i>Table 7: Worldwide Email Clients, 2013-2017.....</i>	<i>14</i>
<i>Table 8: Worldwide Daily Email Traffic, 2013-2017.....</i>	<i>15</i>
<i>Table 9: Business Emails Sent/Received Per User/Day, 2013-2017.....</i>	<i>16</i>
<i>Table 10: Consumer Emails Sent/Received per User/Day, 2013-2017.....</i>	<i>17</i>
<i>Table 11: Business Mailbox Breakout (M), 2013-2017.....</i>	<i>20</i>
<i>Table 12: Email Market Revenue Forecast (\$M), 2013-2017.....</i>	<i>22</i>
<i>Table 13: Enterprise Business Email – Market Share by Vendor, 2013.....</i>	<i>30</i>
<i>Table 14: Enterprise Business Email – IB & Revenue Forecast, 2013-2017.....</i>	<i>31</i>
<i>Table 15: Cloud Business Email — IB & Revenue Market Share, 2013.....</i>	<i>41</i>
<i>Table 16: Cloud Business Email— IB & Revenue Forecast, 2013-2017.....</i>	<i>43</i>
<i>Table 17: Cloud Business Email - IB by Platform Type (M), 2013-2017.....</i>	<i>46</i>
<i>Table 18: Consumer Email - IB Market Share, 2013.....</i>	<i>53</i>
<i>Table 19: Consumer Email - IB Forecast, 2013-2017.....</i>	<i>55</i>
<i>Table 20: Messaging Platforms for Service Providers – IB & Revenue Market Share, 2013.....</i>	<i>62</i>
<i>Table 21: Messaging Platforms for Service Providers – IB & Revenue Forecast, 2013-2017.....</i>	<i>65</i>
<i>Table 22: Worldwide Email Clients by Type, 2013 - 2017.....</i>	<i>68</i>
<i>Table 23: Desktop Email Client Market Share, 2013.....</i>	<i>69</i>
<i>Table 24: Business Webmail Client Market Share, 2013.....</i>	<i>70</i>
<i>Table 25: Consumer Webmail Client Market Share, 2013.....</i>	<i>71</i>

About The Radicati Group, Inc.

The Radicati Group is a leading technology research and advisory firm focused on all aspects of email, security, email archiving, regulatory compliance, wireless technologies, web services, instant messaging, unified communications, social networking, and more. The company provides both quantitative and qualitative information, including detailed market size, installed base and forecast information on a worldwide basis, as well as detailed country breakouts.

The Radicati Group works with corporate organizations to assist in the selection of the right products and technologies to support their business needs, as well as with vendors to define the best strategic direction for their products. We also work with investment firms on a worldwide basis to help identify new investment opportunities.

The Radicati Group, Inc. is headquartered in Palo Alto, CA, with offices in London, UK.

ORDER FORM *To order, please fill out the following form and return it to The Radicati Group at the address or fax shown on the front.*

Email Market, 2013-2017	
Name:	Company:
<input type="checkbox"/> P.O. \$3,000 <i>Note: We will need the actual P.O. paperwork from your Purchasing Department before we can fill the orders.</i>	
<input type="checkbox"/> Credit Card \$2,500	
<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex	
Card Number:	Exp. Date:
Signature:	
Address:	
City, State, Zip:	
Country:	
<i>Please indicate street address - NO P.O. BOX please!</i>	
Phone:	Email: