



DATASHEET

OX App Suite

Simple, scalable & brandable

OX App Suite is a modular platform designed to deliver a wide range of cloud-based services for telcos, hosters, and other providers – including email, file sharing, collaboration, text creation, time management, and storage solutions.

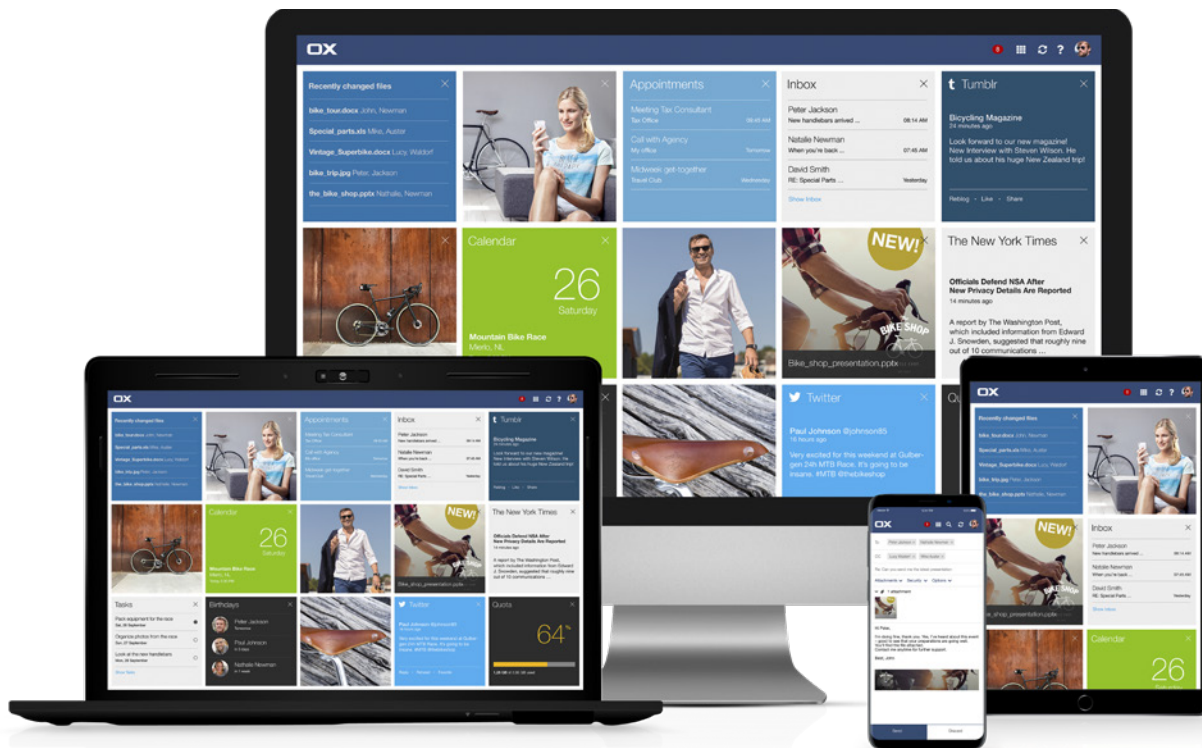
Available as either a hosted or an on-premises solution, OX App Suite is a highly scalable white-label platform that greatly increases user engagement and satisfaction. This enables providers to maximize their revenue by increasing customer retention, upselling, advertising potential and re-circulation.

OX App Suite lets customers create attractive bundles for existing target markets or increase revenue by developing experimental bundles that suit new niches or larger markets.

For example, customers can enhance their current offering while at the same time creating higher value complementary bundles for upselling to current users or addressing users in new markets.

All bundles are flexible and can include both Open-Xchange and third-party applications. This allows for easy integration with existing Web-based services, to exploit cross-selling opportunities and thereby increase revenue.

OX App Suite is an open platform that can be deployed either as a middleware solution or as a complete stack. As middleware, it can be readily integrated into your current storage, email, and other infrastructure. The key word is “flexibility”.



The experience end users want

OX App Suite provides an easy-to-use platform that aids in retaining customers but also increasing their engagement and satisfaction. The solution also comes with flexible packaging that expands the possibilities for upselling, re-circulation, and maximizing revenue potential.

Our solution is the most broad-based cloud service platform available. With OX App Suite, end users get an easy-to-use interface that they truly appreciate, and you get an architecture that scales and performs like no other, all built specifically for providers' current and future needs. This is why many of the largest cloud service providers put their trust in OX App Suite.

Retention, re-circulation, and revenue

Business is all about generating revenue, but that starts with the customer. Together, we keep end users happy. Our Customer Success Team can help you turn OX App Suite into exactly the platform you need for reducing churn and building a more sustainable business. This extensive solution, easy to use and covering numerous common user tasks, makes creation of an effective customer-retention plan a breeze.

The spark to new revenue often comes from attracting new users or stimulating current customers' spending. The OX App Suite solution helps with both. New users are attracted via, for example, viral methods such as sharing and guest accounts, while awareness of features such as mobile connectivity – all of them easy to set up and use – encourages take-up of add-on functions.

Integration of more than your brand

OX App Suite is not merely a white-label product. Thanks to a foundation built on open standards and open APIs, you can brand it your way and also take advantage of the many ways of configuring the system to meet your exact business requirements: For example, OX App Suite has built-in trigger points. These are points in the user interface that can trigger

other activities – advertising, cross-selling references, upselling events, or even informational pop-ups. With OX App Suite, technology supports your business.

A flexible business model

At Open-Xchange, we understand that flexibility is the key to success in today's IT world. This is why we work closely with you to remove barriers to adoption and increase OX App Suite usage. Our focus on cooperation is central to our products but also our business model. We are so sure that our products will change your business for the better that we offer an attractive spectrum of revenue-sharing and subscription-based licensing models.

Custom deployment and integration

OX App Suite can be deployed on-site (in your data center) or as a fully hosted solution, OXaaS (OX as a Service). On premises hosting is especially useful when importance is placed on customer control of data, privacy, and security. With OXaaS (SAS 70 / ISO 27001), the experts at Open-Xchange do most of the work of deploying and managing the system for you. Either way, you get a solution that fits your business and technical requirements.

Robust architecture

OX App Suite has been designed especially for some of the largest deployments in the world, and it has the architecture to match, an architecture that is highly scalable, flexible, and resilient, performing well even under the highest loads. Of course, smaller organizations can use OX App Suite too, with full confidence that it will scale as needed.

Open source, privacy, and security

Open-Xchange gains strength from strong Open Source roots. Working with the Open Source community helps the company, together with its Dovecot and PowerDNS products, to provide our customers with a reliable and robust solution. This pedigree has recently been enhanced further through integration of PGP security into our email and storage solutions. As always, Open-Xchange keeps the typical complexity of such solutions out of sight: for the end user security is quick and easy.

Mobile, device-independent implementation

The IT market is evolving rapidly, and this is most evident in the field of mobile devices: markets for services related to cell phones, tablets, etc. have expanded significantly in the past few years. This creates an environment in which it is nearly impossible for device support to keep up. With OX App Suite, this challenge is a thing of the past – we stay on top of the technology for you and provide a three-pronged solution:

1) a responsive Web-based interface that automatically detects and adapts to the device accessing it, 2) native apps where appropriate, and 3) native app synchronization techniques such as CalDAV and CardDAV. Device support is OX App Suite’s responsibility, not yours.

Monetization

Open-Xchange knows that the driving force behind most companies is revenue. Without revenue, development is impossible. Accordingly, Open-Xchange offers several possible paths to reaching your revenue goals. These include upselling of higher-value packages to end users, cross-selling for greater take-up of other products and services, and advertising opportunities with flexibility for both custom plans and placement of stock advertising.

OX Display

OX Display an advertising framework that enhances OX App Suite with advanced advertising and monetization capabilities. OX Display lets customers place ad’s directly into OX App Suite. Ad’s can come from third parties, such as Google DFP, or internally provided by the customer.

OX Display provides advertising capabilities for all modules, including OX Mail, OX Portal, OX Contacts, OX Calendar, OX Tasks, OX Documents and OX Drive. Full control of advertising is retained by the customer: how much, cool-down and where adverts are displayed.

Strength through metrics

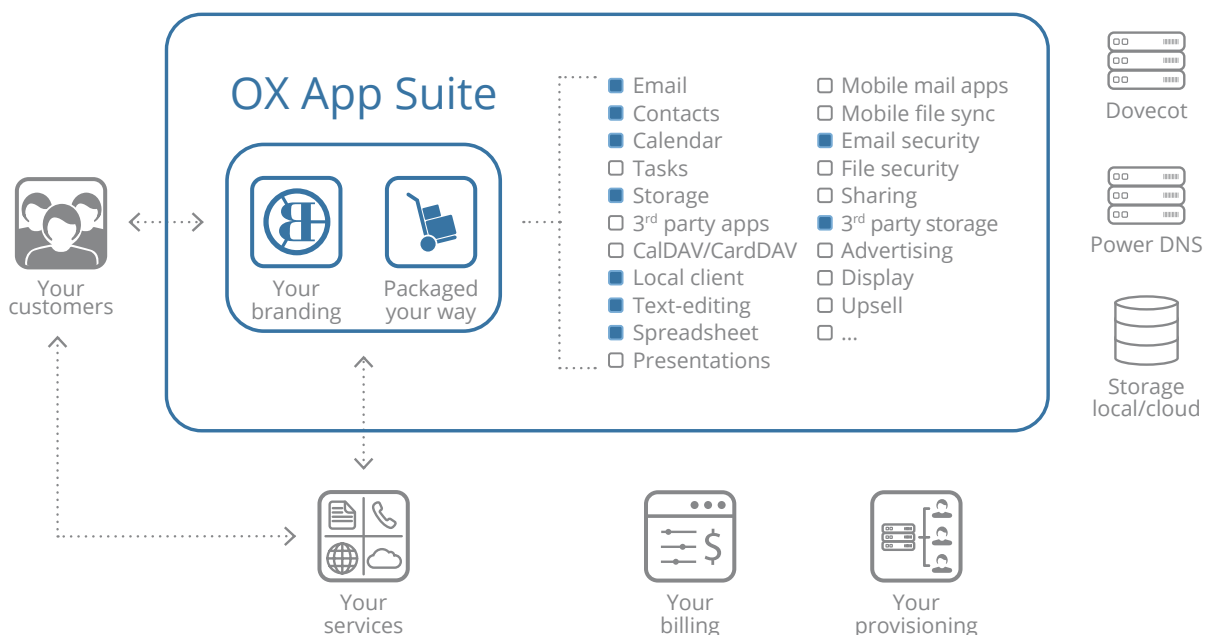
For the OX App Suite business solution to increase your revenue as efficiently as possible, you need feedback on how users interact with the product. By tapping into the solution’s built-in metrics layer, you can understand how the service is actually being used. The metrics are completely anonymized and will help you tune and optimize your offerings, for the best possible brand promotion and profit-making potential.

Benefits for providers

- A boost to customer engagement
- Increased customer satisfaction and retention
- Steady/increased generation of per-user revenue
- Easy branding and customization, thanks to open APIs
- Extendibility with embedded services and interfaces
- High scalability (for thousands to millions of users)
- Easy integration into existing infrastructure
- Availability as a hosted or on-the-premises solution
- Sales and marketing acceleration with Open-Xchange
- A flexible business model

Benefits for end users

- Easy-to-use, intuitive workflows and a user-friendly design
- Mobile device support with native apps and a responsive design enabling access from anywhere
- All email, appointments, contacts, tasks, and more in one place, with a single login
- External sharing of folders and files via auto-generated guest accounts
- Centralized document sharing, complete with version control
- Simple integration of third-party email and cloud storage accounts
- Productivity features for efficient team work regardless of time and place
- Easy-to-use email and file encryption with no need for security expertise
- Extensive OS support, covering iOS, OS X, Windows, and Android



The OX App Suite portfolio

OX Mail

Clear and intuitive communications

- A unified inbox, importing social and business accounts into one view
- Folders and tabbed inbox to organize emails
- Feature-rich sorting, searching, and flagging
- Attachment view for a quick overview of all received and sent email attachments
- A mobile app for iOS and Android

OX Portal

The user's personal dashboard

- A user-configurable widget-based portal
- Configurability and extensibility with customer-specific functions and advertising
- Viewing of the email inbox, appointments, tasks, and files

OX Calendar

Scheduling for business and private life

- Personal, shared, and public calendars
- Resource management (for conference lines, cars, etc.)
- A meeting scheduler for teams and groups
- Time-zone integration and visualization
- Scheduling on behalf of others

OX Tasks

No-hassle time management

- Scheduling and creation of tasks
- Creation of multi-user tasks and delegation
- A progress overview
- To-do lists

OX Contacts

Centralized contact management

- Shared and public address books with full permission control
- Automatic contact-gathering
- Synchronization with other devices and native contact lists (such as cell phones')
- Shared/private mailing lists and appointments accessible directly from contacts

Metrics

Statistics that show what your users are really doing

- Fully anonymized details and isolation from OX App Suite system data
- Possibility of integration with your analytics platform
- A connector for the Open Source analytics platform Piwik
- Activity tracking for the various OX App Suite modules
- Device and platform profiling

OX Guard

Security made simple

- User-friendly PGP-based security, with advanced options for power users available
- PGP certificate and key management
- Single-click encryption for email
- Sending of encrypted mail to internal and external users
- Encryption for both email and files
- Viral user acquisition with automatic guest account usage

OX Drive

Handy cloud-based storage

- File handling and management
- Synchronization for Mac OS, Windows, Android, and iOS
- File and folder sharing
- Integration with various back-end storage options
- Easy integration with other cloud storage accounts

OX Text

Document work: creation, sharing, and collaboration

- Online word processing
- Availability of all commonly used MS Office features and functions
- Collaboration at any time, anywhere, across devices
- Compatibility with MS Office, OpenOffice and LibreOffice

OX Spreadsheet

A cloud-based spreadsheet solution

- Lossless round-trip editing for MS Excel, OpenOffice and LibreOffice files
- Import of cell styles and formatting from Excel documents
- Availability of all commonly used MS Office features and functions
- Support for an extensive set of formulae
- Collaborative spreadsheet sharing with exclusive editing rights

OX Presentation

Presentation creation and editing, with collaboration support

- Online creation and editing of slides
- Round-trip functionality for work with PowerPoint, OpenOffice and LibreOffice files
- Use of existing templates or creation of new ones
- Drag-and-drop operations between the desktop and Web pages
- Full collaboration functionality

OX Presenter

Presentations directly from OX App Suite

- Presentations that are viewable directly in OX Drive
- Presentation for up to 100 viewers
- Accessibility to non-users of OX App Suite
- Presentations from even mobile devices

Dovecot Pro

The best IMAP server, for perfect scaling

- In-house or cloud-hosted email storage
- Great performance and scalability
- Reliability and resilience
- Easy migration
- Downtime-free additions and migration
- Login and abuse protection with Dovecot Anti-Abuse Shield

OX Display

Advertising through OX App Suite

- Ads for all OX modules
- Integration with Google DFP and other supported ad servers
- Extensive control and configuration
- Support throughout OX App Suite
- Support on all devices through web UI

OX Upsell

Increase awareness of upsell and cross-sell opportunities

- Upsell that is built into all core OX App Suite modules
- Easy to implement and very versatile
- Can increase awareness of other products
- Fully customizable and context sensitive
- Key upsell locations already defined