Zimbra 9 Battle Card

Extensibility for Collaboration Superheroes!

zimbra®
A **SYNACOR** PRODUCT

Zimbra 9 introduces a new, modern, responsive end-user experience built on Zimbra's dependable server infrastructure for the security, privacy and data sovereignty Zimbra customers expect. Unlike competitors with closed platforms, Zimbra 9 is flexible and extensible, so small businesses, enterprises, governments and service providers can integrate with the 3rd party collaboration services they use today—Slack, Zoom, Dropbox and more. The new Zimlet framework lets users customize for geographic or industry specific requirements. Current Zimbra users can easily upgrade or consult our Professional Services team. And just like always, Zimbra can be deployed on-premises, in public or private clouds or as a hosted service from Zimbra service providers in your own country.
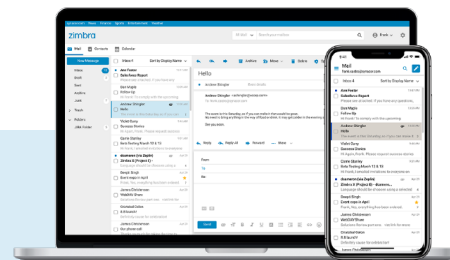
KEY TALKING POINTS

Modern, Responsive UI: The same experience on mobile, tablet and desktop. Anytime, anywhere, any device—users get a consistent Zimbra interface.

Integrations: Out-of-the-box integrations with 3rd party collaboration tools you use today—Slack, Zoom and Dropbox—with many more on the way.

Classic UI: Easily toggle between Modern and Classic UIs for easy transition to and adoption of Zimbra 9.

Extensibility: New Zimlet framework provides extensibility to meet geographic or industry specific requirements. And Zimlets are now easier to build and deploy.

Zimbra Server Infrastructure: Built on Zimbra's dependable server infrastructure for the security, privacy and data sovereignty Zimbra customers have come to expect.

**Easy Upgrade -
No Migration Needed:**
Current Zimbra users can easily self-upgrade or our Professional Services team is there for you.

Other Key Benefits:

- Lowest TCO in the industry
- Open Source
- Secure, Private and Compliant by design
- Enables Data Sovereignty
- Customizable
- Accessible on any device, anywhere
- Scales from 10 users to 10M users
- Cloud or on-premises in your data center

TARGET MARKETS

Zimbra 9 competes in four distinct markets:

SERVICE PROVIDERS   GOVERNMENTS   ENTERPRISE   SME

RESOURCES & COLLATERAL

Visit the Zimbra Partner Portal for resources available in multiple languages:
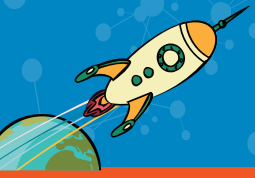
- Sales Webinars
- Sales Decks

- Data Sheets and other Collateral
- Documentation

- Wiki Posts
- zimbra.com

PRICING INFORMATION

For Zimbra pricing, please visit the Zimbra Partner Portal.

**100s of Millions of Users and Radicati "Top Player" Ranking
Prove that Zimbra's for Superheroes Like YOU!**

COMPETITION

	OBJECTION	ZIMBRA RESPONSE
GOOGLE G Suite	Google does everything that I need, and it's cheap and reliable.	But is security and data privacy a concern for you and your customers? Where is your data and who can access it?
Microsoft Exchange	Microsoft is a well known company, and there are no risks in choosing Microsoft.	Microsoft may be the common choice, but why pay that much when Zimbra offers very similar functionalities at a much lower TCO? Zimbra is also open source and compatible with Outlook.
Office 365	I don't have time or resources to manage an on-premises messaging platform.	We have an extensive network of Zimbra hosting providers that can offer a Zimbra hosted service in the cloud.
Zimbra Open Source Edition (OSE)	It is free and includes what I need.	If you are using Zimbra OSE, you don't have Zimbra Support, ActiveSync/Mobile, HSM, Backup and Restore and Delegated Admin.

WINNING SALES SCENARIOS

	ZIMBRA RESPONSE
End-of-Life	Zimbra offers an affordable upgrade path for customers running popular versions of competing products that are no longer supported by vendors, such as Exchange 2007.
Budget Constraints	Zimbra's lower TCO provides relief to customers with budget constraints. They can migrate to Zimbra for better cost savings, or they can run Zimbra with Microsoft to reduce costs.
Open Source Requirements	Zimbra is the worldwide leader in Open Source email. This is critical for organizations and government agencies that are adopting an Open Source strategy.
OSE Upgrades	Organizations running Zimbra OSE can upgrade to Zimbra Network Edition to receive product support and enterprise-level features that are not included in OSE.

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