

# PRODUCT: MIMICAST UNIFIED EMAIL MANAGEMENT

Products	Strengths	Weaknesses	Pricing Comparison
<p><b>UEM Express:</b> Email security, DLP, business continuity</p> <p><b>UEM Enterprise:</b> Express, plus: 10 year email retention</p> <p><b>UEM Advanced:</b> Enterprise plus: advanced mailbox management</p> <p><b>File Archiving:</b> Separate cloud based archiving of files</p>	<p>Price</p> <p>Email continuity</p> <p>Brand recognition in EMEA</p>	<p>Mimecast are considered “niche” player by Gartner</p> <p>URL re-writing missing key technology (predictive defense, advanced sandbox)</p> <p>Relies on Outlook plug-ins which reduces reliability</p>	<p>At low seat counts Mimecast pricing is comparable to Proofpoint Essentials</p> <p>At higher seat counts, Mimecast pricing is comparable to Proofpoint Enterprise</p>
Company	Their Positioning	Our Re-Positioning	Target Market
<p>UK based email management company. Bundles core email functionality, security, continuity and archive</p>	<p>Will lead with their “seamless” integration with Outlook and email continuity</p>	<p>Continuity is needed as an emergency measure, however the bigger danger is malware and security threats that needs an effective solution against targeted threats.</p>	<p>Small to mid enterprises, little success in large deals</p>
Market Presence	Quick Tips	How to Win	When to Walk Away
<p>Stronger brand in EMEA, adding focus in North America</p>	<p>As with other competitors, a production evaluation can help prove enhanced security capabilities</p> <p>Remind that Proofpoint has many industry accolades including Gartner MQ, SC Magazine Readers Choice &amp; Best of Microsoft Tech Ed (all in 2014)</p>	<p>Focus on security and explain the advantage of URL Defense</p> <p>Focus on market leadership and Gartner Magic Quadrant</p> <p>Remind that the same technology drives all Proofpoint products, from Essentials to Enterprise – small companies get the same security as the largest</p>	<p>A need for a true archive solution should prompt a change from Essentials to include Proofpoint Enterprise Archive</p>