

# A Collaboration Solution That Supports Your Business Goals

# Enhance Workgroup Productivity Through Effective Collaboration



**“We were keen to take advantage of the latest communications technology, but given our charitable status, we had to think carefully about the costs and potential benefits. We have been very pleased with the Novell solution, which has exceeded our expectations and is making a very clear return on our investment.”**

## Chris Rolfe

Network Manager  
Royal Society for the Prevention  
of Cruelty to Animals

Your IT organization exists for the primary purpose of supporting your business—that is, delivering critical business services that enable knowledge workers to function efficiently while driving down costs, facilitating regulatory compliance and providing competitive advantage. To deliver in this role, IT staff members must implement and maintain a broad range of business-critical applications that are:

- **Secure** to protect confidential information and enterprise assets
- **Reliable** to keep employees productive and responsive to customer needs
- **Built on an adaptable infrastructure** that supports an evolving business-driven IT strategy

But which applications are critical to business success? The answer to this question often varies by industry and enterprise size. Large retailers may say point-of-sale or supply-chain management applications, while healthcare professionals might say patient-care systems. But there is one application that is critical across all industries and in businesses of all sizes. It's an application that many people take for granted. Here are some interesting facts about it:

- *An estimated 80 percent of your company's current intellectual property flows through it every day.*
- *More than two-thirds of respondents in a Quocirca, Ltd. survey said that it is critical to their sales process; approximately the same number said it is critical to customer service as well<sup>1</sup>*
- *Business stops when this application goes down.*

You've probably already guessed that the application is your collaborative environment: e-mail, instant messaging (IM), calendaring, task management, file sharing and other tools. These resources have become so ingrained in day-to-day operations that it's hard to imagine how an enterprise could run without them. They're vital for internal communication among employees as well as for communication with customers and partners. For many enterprises, however, collaboration tools have introduced management headaches and, worse yet, vulnerabilities that increase business risk. Here are some additional things you may not know about your e-mail system:

- *It's the primary point of computer virus attacks.*
- *Hackers use it as a gateway to steal confidential information.*
- *It is regularly listed in the System Administration, Networking and Security (SANS) Institute's widely consulted "Top 20" list of security vulnerabilities most exploited by attackers on the Internet.<sup>2</sup>*

Almost daily, the media report new incidents of security breaches, particularly for the most widely deployed collaboration product, Microsoft® Outlook®/Exchange. In addition, recent surveys and articles give real-world examples of what it costs when an enterprise's e-mail goes down (for specific examples, see the "Why Reliability" below). The bottom line is this: because communication and collaboration keep your business running, you need to ensure that you have the same—or even greater—security, reliability and adaptability for your collaborative environment as you have for other business-critical applications. Novell® GroupWise® offers the security, reliability and adaptability

<sup>1</sup> "Why Does Email Matter?,"  
Jon Collins, Clive Longbottom  
and Dale Vile, Quocirca Ltd.,  
June 2005

<sup>2</sup> [www.sans.org/top20](http://www.sans.org/top20)

enterprises need, while Microsoft Outlook/Exchange and IBM\* Lotus Notes\*/Domino\* fall short.

If you are a current GroupWise customer, you may periodically evaluate options to ensure you have the best collaboration solution. If so, this paper provides insight into the strengths of GroupWise and the weaknesses

and vulnerabilities other vendors' solutions may introduce into your organization. If you use Microsoft Outlook/Exchange or Lotus Notes/Domino, this paper will show you how Novell GroupWise can help you eliminate the management challenges, vulnerabilities and risks associated with these solutions can help you and fulfill IT's role as a foundation for achieving business goals.

## Why Security?

Without strong security, your collaborative environment is open to intrusion. According to the ICSA Labs Virus Prevalence Survey, "the e-mail vector continues to be the primary point of computer virus encounter." Moreover, there's every reason to believe the situation will worsen. A June 2005 *Messaging Pipeline* article listed several Radicati predictions focusing on e-mail and e-mail security, providing insight into what enterprises have to look forward to over the next few years<sup>3</sup>:

- *By 2009, directory harvest attack (DHA) or denial-of-service (DoS) traffic will increase at an alarming rate to a total of about 194.3 billion messages per day.*
- *The number of viruses sent per day will increase from 0.9 billion in 2005 to 4.2 billion by 2009.*

Virus attacks have serious implications. For starters, the recovery time is longer than many people realize. According to ICSA Labs, the average time for full recovery from a virus incident is 31 days.<sup>4</sup> In addition, the average dollar cost of recovering from a virus incident is more than US\$130,000.<sup>5</sup> Other harmful effects include lost productivity, lost data, corrupted files and damage to an organization's reputation.

Time and again, hackers have used e-mail as an entry point into corporate systems to steal confidential information. In June 2005, *The Wall Street Journal* reported a wave of e-mail messages from unidentified hackers

in Asia targeted at government and corporate computer systems in the U.S., Canada and the UK, with the goal of stealing sensitive commercial data.<sup>6</sup> Also in June 2005, MasterCard International, Inc. reported a security breach at CardSystems Solutions, Inc., a credit-card-transaction company. CardSystems was hit by a virus-like computer script that captured customer data, which could have affected up to 40 million MasterCard cardholders.<sup>7</sup> Scripts like this are often delivered via e-mail, potentially exposing millions of users to fraud.

These types of breaches can result in tarnished business reputation, customer loss and litigation risk. In some cases, information security is mandated by legislation such as the European Union Data Protection Directive or the U.S. Health Insurance Portability and Accountability Act (HIPAA). Legislation also often requires that enterprises capture, store and produce e-mail and IM communications to prove adherence to security policies. Failure to comply with such mandates can result in substantial financial penalties.

To address collaboration challenges like these, it's important to understand that security needs to be built-in, not tacked on. Unless security is designed into the product, it's reactive instead of proactive. And that places a burden on the IT staff. Consider, for example, the steady stream of security patches that Microsoft releases to fix newly discovered vulnerabilities in Outlook/Exchange.



**"The promise of GroupWise is its combination of excellent functionality with rock-solid reliability and security, a promise it keeps every day. The new features of GroupWise 7 and Novell's long-term commitment to the product make it a simple decision to keep and expand GroupWise as a key part of our enterprise."**

### Corey Cush

Senior Director of  
Networking Services  
New York Health and  
Hospitals Corporation

<sup>3</sup> "Radicati Statistics Are a Melange of Interesting and Scary Stuff," John Dickinson, *Messaging Pipeline*, June 23, 2005

<sup>4</sup> *Tenth Annual ICSA Labs Virus Prevalence Survey*, ICSA Labs, a division of Cybertrust, Inc., 2004

<sup>5</sup> *Ibid*

<sup>6</sup> "Asian Hackers Blamed for Attacks on U.K., U.S. Computer Networks," Cassell Bryan-Low, staff reporter, *The Wall Street Journal*, June 20, 2005

<sup>7</sup> "MasterCard: Security Breach Could Expose 40M to Fraud," *NewsMax.com Wires*, [www.newsmax.com/archives/articles/2005/6/17/210238.shtml](http://www.newsmax.com/archives/articles/2005/6/17/210238.shtml), June 18, 2005



**“We do intrusion tests twice a year and have watched hired hackers get into a Microsoft environment, but they have never been able to break Novell.”**

**Annetta Smith**  
Vice President of IS  
Harbor Federal Bank

8 “How to Avoid E-mail Outages,” Patricia Seybold, [www.etstrategicmarketing.com/Smmarch-april04/art2.html](http://www.etstrategicmarketing.com/Smmarch-april04/art2.html)

Enterprises are devoting significant staff time and budget dollars to implement these patches in an attempt to protect critical systems and confidential data. Additional security requirements include data encryption

so that if data is stolen, it can't be deciphered, and application programming interfaces (APIs), which create access for third-party developers while still securing application entrances.

## Why Reliability?

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Communication and collaboration keep your business running, so your collaborative environment needs to be continuously available. Enterprises have no tolerance for downtime because of its serious business implications:

- *The costs associated with recovery*
- *Loss of productivity*
- *Potential revenue loss due to inability to receive customer orders*
- *Diminished customer satisfaction*

The costs may be much higher than you expect. MessageOne, a leading business-continuity company, surveyed its clients to find out what e-mail disruption costs them. Here are just a few examples MessageOne reported<sup>8</sup>:

- *A law firm whose 2,000 attorneys were without e-mail for one day estimated US\$100,000 an hour in lost revenues and productivity.*

- *A garment manufacturer whose fax-to-e-mail gateways were down for a day lost 8,000 orders, representing US\$1 million in lost or delayed revenues.*
- *A head-hunting firm lost US\$235,000 in commissions due to a six-day e-mail outage.*
- *A high-tech manufacturer estimates that it would lose US\$1.3 million in revenues for each day of e-mail outage.*

Your IT staff shouldn't have to spend days restoring crashed e-mail systems. You need a collaborative environment with a solid foundation. The system should include clustering and failover capabilities so that if a server does go down, another server in the cluster can take its place. Built-in redundancy of key hardware and software components should keep the system running flawlessly in case of a component failure. And backup and restore at both the server and client levels are essential, regardless of your operating system.

## Why Adaptability?

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The business environment is dynamic, and your collaborative environment needs to be built on an adaptable infrastructure that lets you excel in a rapidly changing world. You need to move swiftly when market conditions, customer expectations and your own business needs change. Your collaboration strategy must fit your overall IT strategy and be poised to adapt as your business strategies evolve. That calls for a solution that supports the variety of operating and desktop platforms you have now or may have in the future.

Your long-term strategy may involve mergers and acquisitions that will increase the heterogeneity of your IT environment. You may plan to expand your use of wireless devices, or your enterprise may be considering the open source path to help reduce costs, improve security and eliminate reliance on a single vendor. These business drivers call for an infrastructure that you can build upon and modify instead of rip and replace. Such a foundation provides the agility you need to drive business and deliver results.

## Why Novell GroupWise?

Novell GroupWise gives you serious security, unbeatable reliability and an adaptable infrastructure so you can collaborate on your terms—when, where and how you want. You can stay focused on your business with cross-platform services that go beyond mere communication—including e-mail, instant messaging, calendaring, tasks, notes, and contact and document management. Figure 1 summarizes the top reasons customers are so satisfied with GroupWise. They enjoy security, reliability and adaptability, along with easier administration and lower cost of ownership.

In a 2005 Novell survey, GroupWise customers said they love Novell GroupWise for the following reasons:

- *GroupWise is reliable; it just works.*
- *GroupWise is not encumbered by the problems (viruses) that plague other collaboration systems.*
- *GroupWise is easy to administer.*
- *GroupWise has very good scalability.*
- *GroupWise offers a lower total cost of ownership than competing solutions.*

**Figure 1.** Top five reasons customers love GroupWise

### Serious Security

The CERT\* Coordination Center (CERT/CC) is part of Carnegie Mellon University's Software Engineering Institute, a Department of Defense-sponsored, federally funded research and development center. As Figure 2 shows, CERT.org found Novell GroupWise

to be far less susceptible to intrusion than other leading collaborative environments.

Viruses and worms enter Exchange easily through ActiveX and Visual Basic acceptances in Outlook, leaving the door wide open to costly and disruptive virus attacks and the risk that data will be compromised. In contrast, GroupWise is designed with security in mind from the ground up to keep your entire system—including the message store—free from viruses and worms.

GroupWise also protects you against spam, which is often a source of virus infestations. It offers several levels of antispam controls at the border, GroupWise Internet Agent and the client to keep the message store clear and reduce the amount of time employees spend deleting spam.

And the problem doesn't end with e-mail; public IM communication is also wide open to attack. A message sent from one employee to another on the same floor in the same office doesn't just go from point to point. It traverses the Internet. These communications can be intercepted easily, leaving you vulnerable to data theft. GroupWise is not a public vehicle, so you can use GroupWise Messenger to secure IM communication behind the firewall—or use a VPN to securely communicate outside of it. In addition, SSL and proprietary Novell encryption secure communications, and streamlined data store searches enable rapid response to corporate or legal requests for e-mail or IM transcripts.



**“GroupWise is head and shoulders above Microsoft Exchange. My peers at other organizations describe problems with their Exchange e-mail systems that I don't even think about.”**

**Steve O'Brien**  
 Director, Information  
 Technology Operations  
 Jefferson County, Colo.

Solution	Vulnerabilities Documented
Novell GroupWise	9
Lotus Notes/Domino	72
Microsoft Outlook/Exchange	357

**Figure 2.** Vulnerabilities documented by CERT.org as of July 2005

Because GroupWise offers serious security, unbeatable reliability and strategic adaptability, hundreds of enterprises migrate from Exchange to GroupWise every year.



**“Novell GroupWise and the Novell file servers are fantastically reliable and available, so Almbani can always work to its full potential, delivering successful projects on time and to budget.”**

**John Lincoln**  
IT Manager  
Almbani General Contractors

### Unbeatable Reliability

Figure 3 illustrates the exceptional reliability GroupWise delivers compared to Microsoft Exchange. The simple fact is that GroupWise users experience 69 percent less unplanned downtime. That means higher productivity for

users, reduced burden on the IT staff and smoother operations for the business as a whole. How does GroupWise deliver on this business need? Built-in failover capabilities keep GroupWise running even in the unlikely event of a component failure. Robust clustering options, including support for 32-node clusters, provide assurance that if a server goes down, another in the cluster can automatically take its place. Finally, LDAP pooling enables the high security of LDAP authentication while maintaining zero downtime and optimal scalability.

A Novell 2005 Collaboration Reliability Market Study of 607 collaboration managers reported the following:

- *GroupWise users experienced 69 percent less unplanned downtime than Exchange users did.*
- *87 percent of GroupWise customers experience less than 10 hours of downtime per year.*
- *66 percent of Exchange users experience more than 10 hours of downtime per year.*
- *52 percent of GroupWise users say they have not had to reboot their system for more than six months.*

**Figure 3.** GroupWise reliability

### Strategic Adaptability

The dynamic nature of the business environment makes adaptability a critical factor in business success. Novell GroupWise gives you an adaptable infrastructure with support for today's popular operating platforms—including Linux\*, Novell Open Enterprise Server, Windows\* and NetWare®—as well as clients for Linux, Macintosh\*, Windows, Web browsers, and various cell phones and mobile devices.

Open standards extend the value of GroupWise investments, making the GroupWise back end accessible to administrators and Web applications without compromising security. And the highly scalable GroupWise architecture enables enterprises to support thousands of users on a single server and to add users without increasing administration staff.

## Novell GroupWise in Action

Because GroupWise offers serious security, unbeatable reliability and strategic adaptability, hundreds of enterprises migrate from Exchange to GroupWise every year. One reason enterprises switch is that upgrading from Exchange 5.5 to the newest version of Exchange is costly. Before upgrading, an enterprise must first upgrade its servers to Windows 2003 and deploy Active Directory. For some enterprises, that upgrade constitutes a complete and costly restructuring of their networking infrastructures. Exchange administration costs are also high compared to those of GroupWise. While Exchange typically requires a greater administrator-to-user ratio, Nathan Parton, senior systems administrator at Thames Valley University in London, reports that the university comfortably manages more than 40,000 GroupWise users with a single administrator.

Enterprises worldwide, in all industries and in the public and private sectors are reporting low total cost of ownership and high return on investment as a result of their GroupWise implementations. Figure 4 summarizes two case studies involving customers who migrated from Exchange 5.5 to GroupWise, and the remainder of this section profiles two enterprises that are realizing substantial benefits with GroupWise.

### New York Health and Hospitals Corporation

New York Health and Hospitals Corporation (HHC), the largest municipal healthcare system in the United States, uses GroupWise as its corporate messaging platform across three central offices, 20 major healthcare facilities, more than 100 community health clinics, a home healthcare agency and a health maintenance organization. The solution efficiently processes nearly 1 million e-mail messages each month. HHC maintains a very low cost of ownership, using only 25 percent of its four engineers' time to

#### The London Borough of Hillingdon<sup>9</sup>

- 78-percent return on investment
- Eight-month payback period
- 88-percent, three-year internal rate of return

#### Cornwall National Health Service Community<sup>10</sup>

- 81-percent return on investment
- Seven-month payback period
- 102-percent, three-year internal rate of return

**Figure 4.** GroupWise delivers quantifiable benefits

manage GroupWise accounts for 18,000 users. According to Corey Cush, senior director of networking services, GroupWise helps HHC comply with HIPAA requirements and safeguard its data with the highest level of security against hackers and virus attacks.

### Region of Durham, Canada

As part of its plan to consolidate several offices into a new regional headquarters, the Region of Durham chose GroupWise as its standard messaging platform. The results have been impressive. The Region of Durham has strengthened security and has reduced junk mail by 60 to 80 percent.

"Security has to be our number-one priority in the wake of everything going on in the world right now," says Ron Blakey, director of information technology for the region. "One of the reasons we chose [to stay with] Novell GroupWise was to maintain stability and security. In seven years, we have never had a serious virus attack or e-mail outage."

The Region also expects GroupWise to reduce its overall administrative time and costs by 50 percent, freeing its IT staff to better serve its internal customers and to concentrate on other projects.



**GroupWise customers experience on average an 80 percent return on investment, a 7.5-month payback period and a 95-percent, three-year internal rate of return.**

#### Nucleus Research

December 2004–March 2005

<sup>9</sup> ROI Case Study: Novell GroupWise, Hillingdon, Nucleus Research, Inc., 2005

<sup>10</sup> ROI Case Study: Novell GroupWise, Cornwall NHS Community, Nucleus Research, Inc., 2005

## Conclusion

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Your IT organization faces tough challenges in ensuring the delivery of secure, reliable, adaptable systems critical to supporting business goals. The collaborative environment is perhaps the most important of those systems. It's where your work gets done; when it goes down, your ability to communicate, collaborate and conduct business stops.

In many organizations, keeping the collaborative environment secure and reliable is an almost overwhelming task. Weaknesses in the underlying security mechanisms allow viruses and hackers to disrupt critical systems and compromise confidential data. The media as well as independent organizations such as CERT.org report numerous security breaches for Microsoft Outlook/

Exchange and Lotus Notes/Domino. GroupWise, on the other hand, offers serious security that prevents virus attacks and keeps hackers out. Moreover, it offers substantially higher reliability, so you can collaborate on your terms—when, where and how you want.

If you're an Exchange or Notes user looking for a more secure, reliable, adaptable messaging platform, Novell can deliver it with GroupWise. And you'll enjoy the added benefit of lower total cost of ownership. If you're already a GroupWise customer, you've experienced the advantages Novell offers. Let GroupWise continue to provide the collaboration platform you need to drive business goals and success.



Contact your local Novell Solutions Provider, or call Novell at:

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