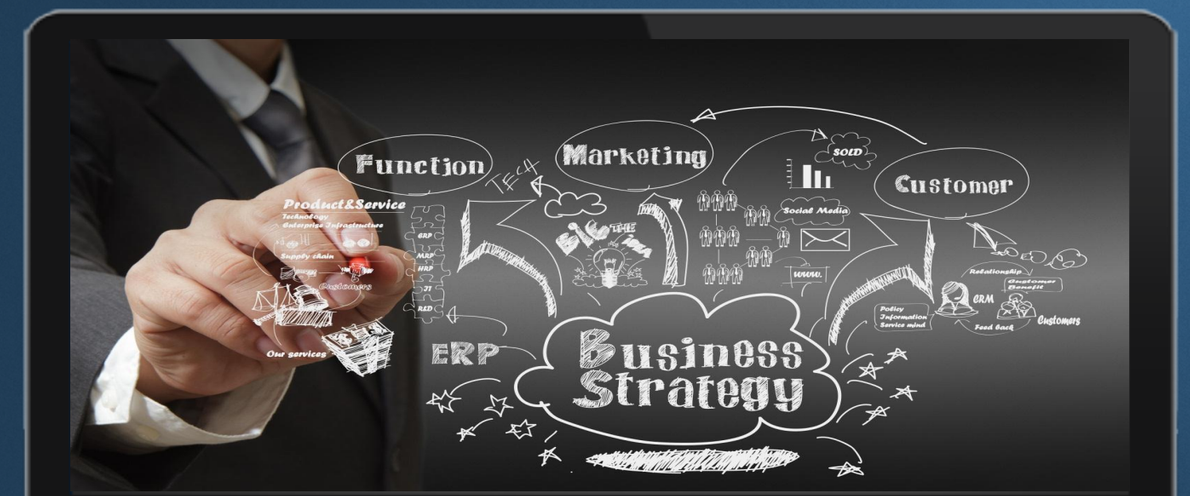
Open-Xchange

Daniel Halbe, Open-Xchange GmbH



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MEDIA&PRINT
$300B

HARDWARE
$400B

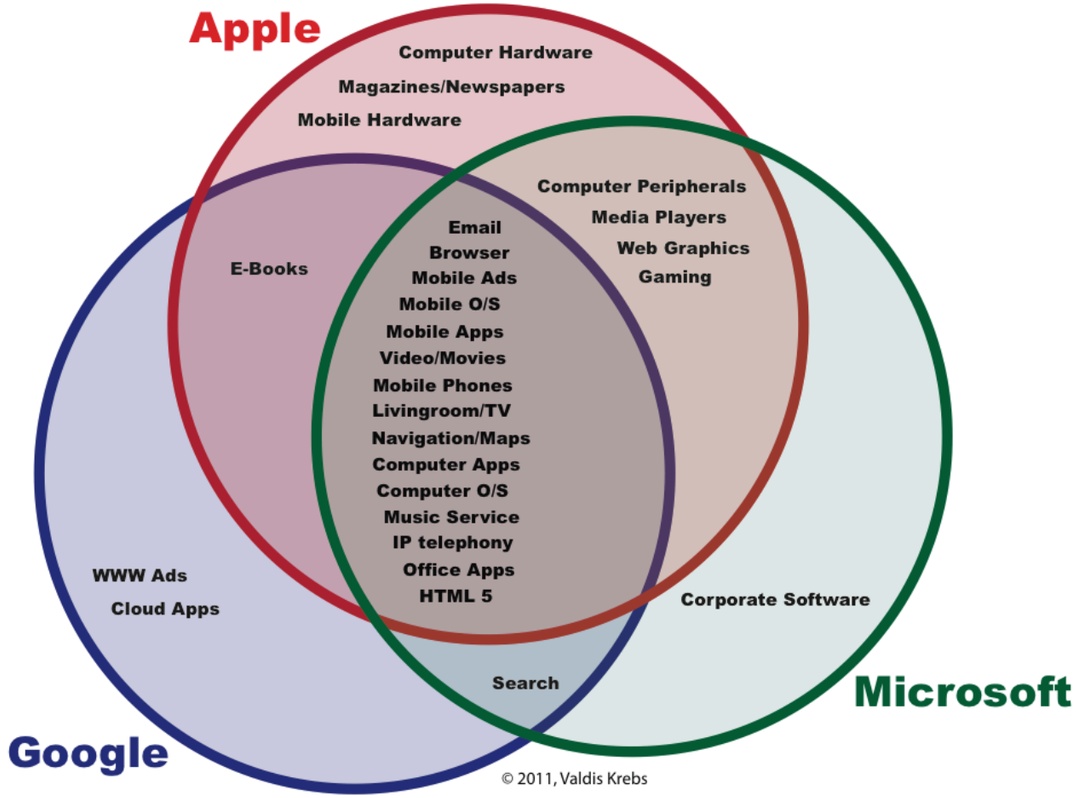
SOFTWARE
$225B

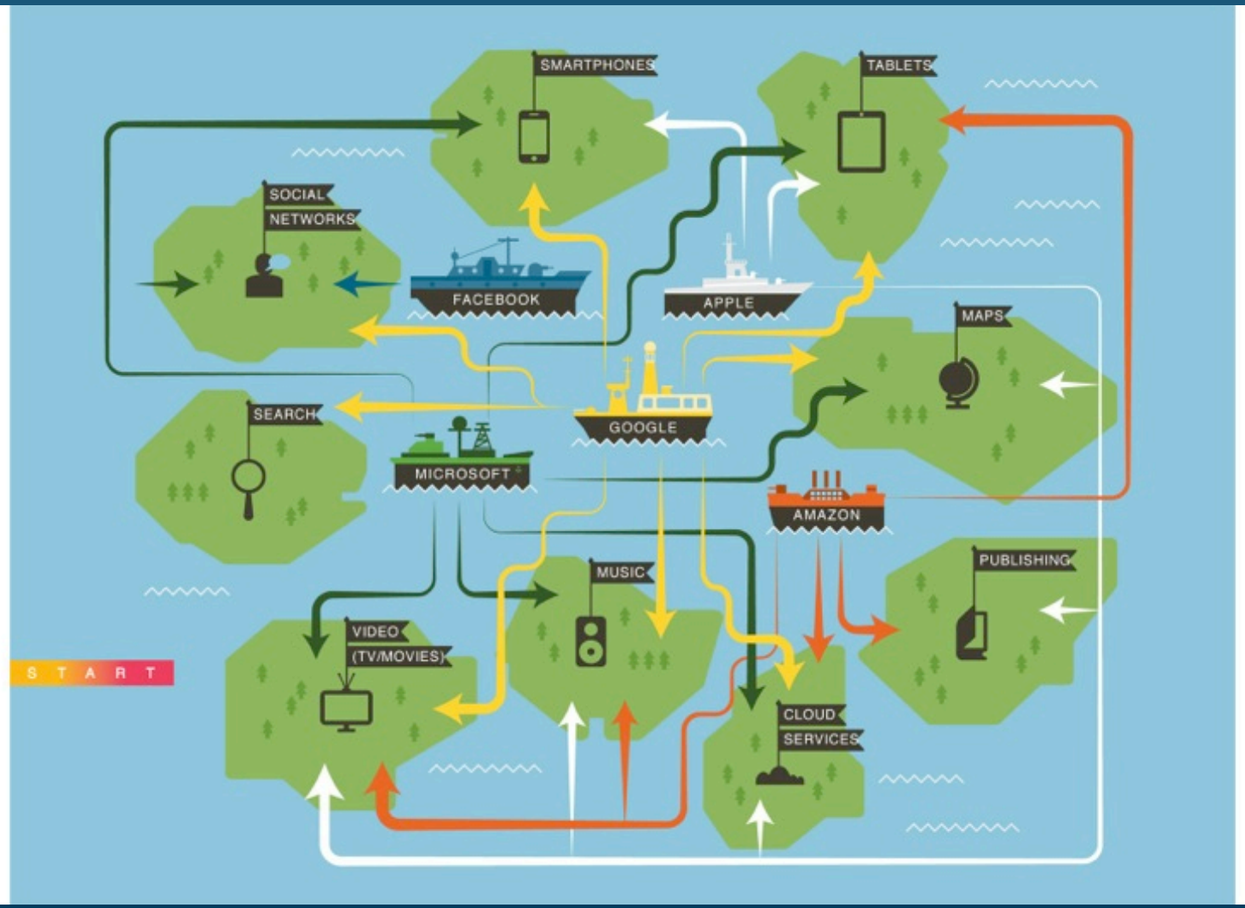
TELECOMMS.
$1.5T

Public Cloud
Open Cloud
iCloud
Azure
Public Cloud
OpenStack
Hybrid Cloud
Open Cloud
Public Cloud
Google
Public Cloud
Hybrid Cloud
TRUSTED PUBLIC CLOUD SERVICES
News
facebook
Open Cloud
Public Cloud
Hybrid Cloud
Open Cloud
AWS

The battle of the Three or Five

Are we heading for a market with few monopolies?





OX Messenger

- XMPP
- webRTC
- PSTN
- Webcasts

OX Guard

- Secure Email
- Secure File Exchange

OX Portal

- Centralized Digital Hub
- Includes Social Integration
- Open API for Customized Widgets

OX Unified PIM

- Email
- Calendar
- Tasks
- Contacts

OX Drive

- Cloud Storage Solution
- Native Device Apps

OX Viewer

- PDF
- Word
- Excel
- PowerPoint

OX Documents

- OX Text
- OX Spreadsheet
- OX Presentation

OX Mobility

- Native Device Integration and Synchronization of PIM Functionality

Open-Xchange

Open-Xchange AG
founded in Nuremberg, Germany

Open-Xchange Inc.,
founded in NY

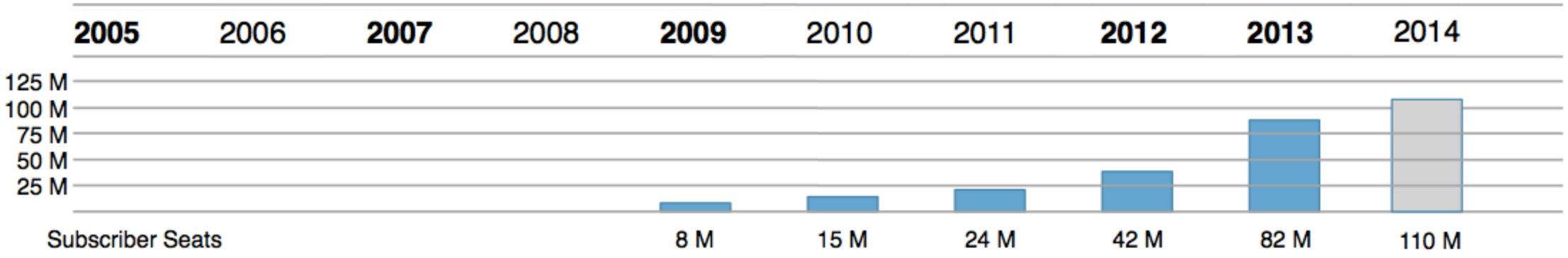
Commercial launch of
OX Server 5

Launch
OX Server 6

Launch
OX App Suite™

Launch
OX Text

Launch
OX Drive
OX Spreadsheet



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Open-Xchange – the company

50%

YOY growth (ave.); Deloitte & Touche "Fast 50" Award winner, Nov. 2013: 5-year growth of over 5000%

Number of employees

120

SaaS Growth

Total paid webmail user base:
24M in 2010 // 42M in 2011 // 60M 2012 // 82M in 2013

HQ in Germany with offices in **Berlin, Olpe, Nuremberg and Hamburg.**

US offices: **Ardsley on Hudson NY** and **Palo Alto, CA**

200

Collective years of office productivity products developed by founders Open Office

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Open-Xchange – the portfolio

SaaS-delivered software that is designed for great user experience, on any device and via a model that is always ruthlessly open.

21 & 19

Software deployed in 21 different countries and in 19 languages

80

Over 80 clients in Europe, North/South America and Asia:

- 4 of top 9 global Hosting Providers are active client-partners
- 6 of top 10 European Hosting Providers are active client-partners

German engineered for Cloud deployments:

- ✓ **Real-time Communication**
- ✓ **Messaging**
- ✓ **Collaboration**
- ✓ **Productivity**

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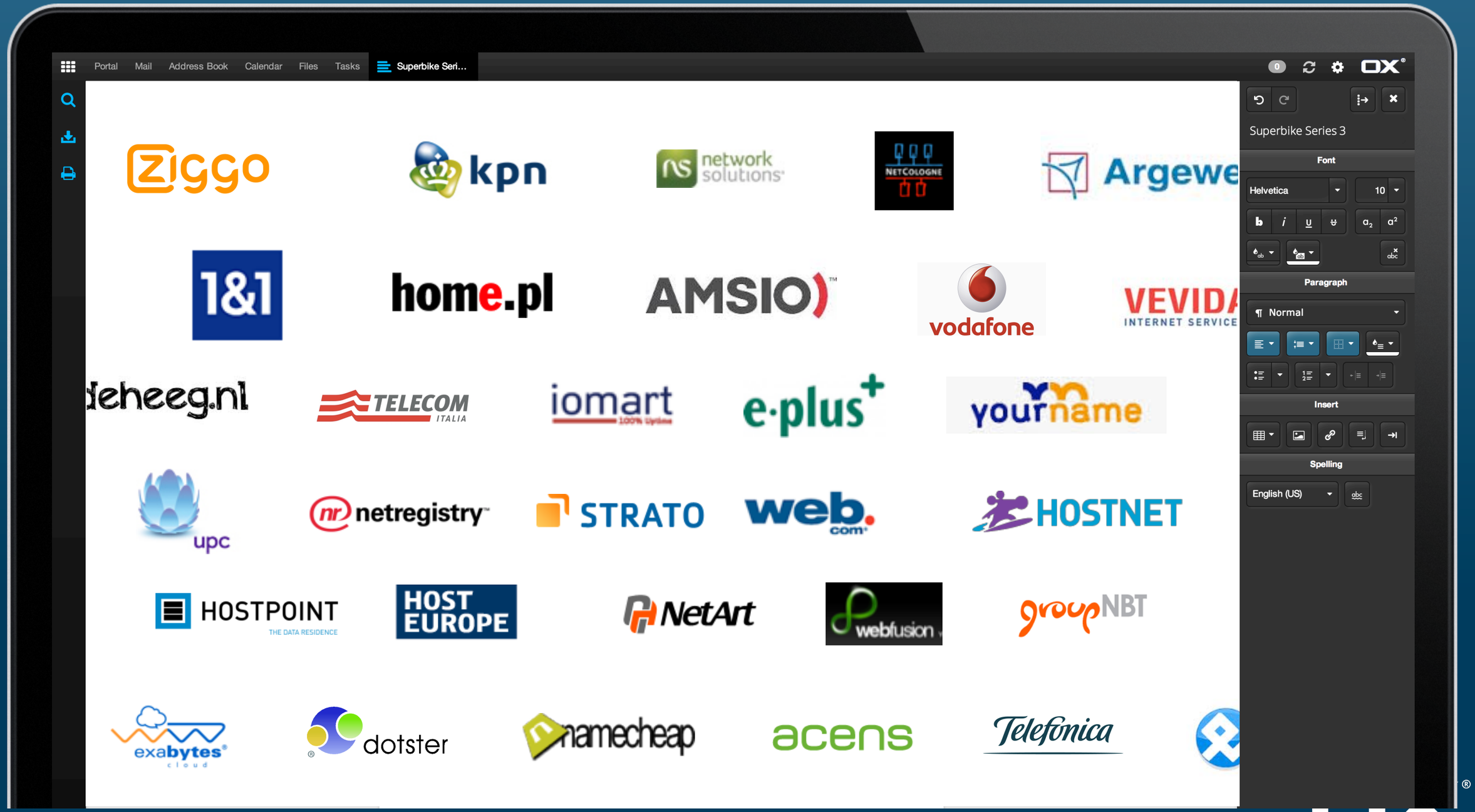
Portal
Mail
Address Book
Calendar
Files
Tasks
Superbike Seri...
OX
Superbike Series 3
Font
Helvetica
10
Paragraph
Normal
Insert
Spelling
English (US)
Ziggo
kpn
network solutions
NETCOLOGNE
Argewe
1&1
home.pl
AMSIO
vodafone
VEVIDA
INTERNET SERVICE
deheeg.nl
TELECOM ITALIA
iomart
e-plus
yourname
upc
netregistry
STRATO
web.com
HOSTNET
HOSTPOINT
THE DATA RESIDENCE
HOST EUROPE
NetArt
webfusion
groupNBT
exabytes
cloud
dotster
namecheap
acens
Telefónica

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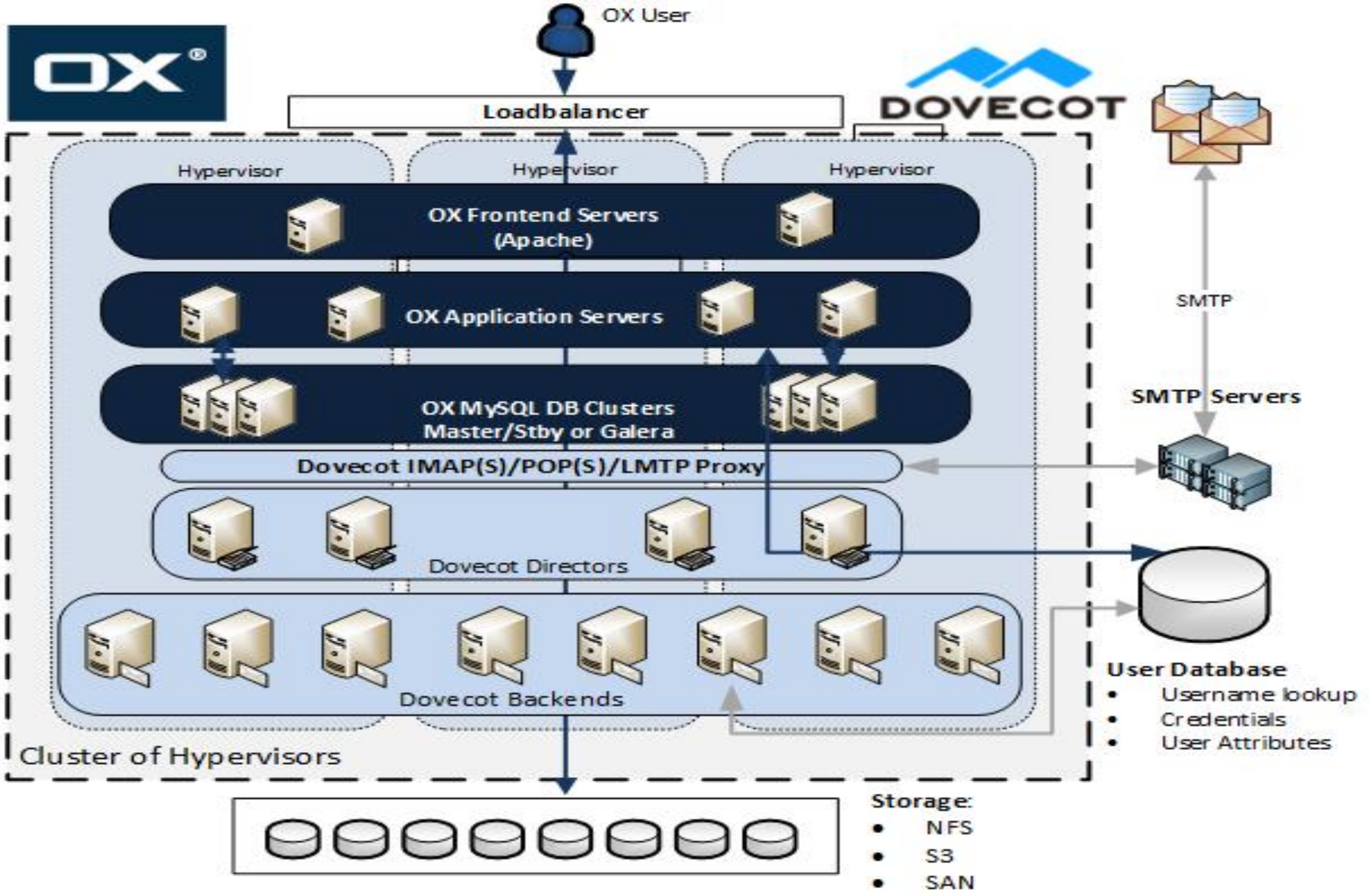
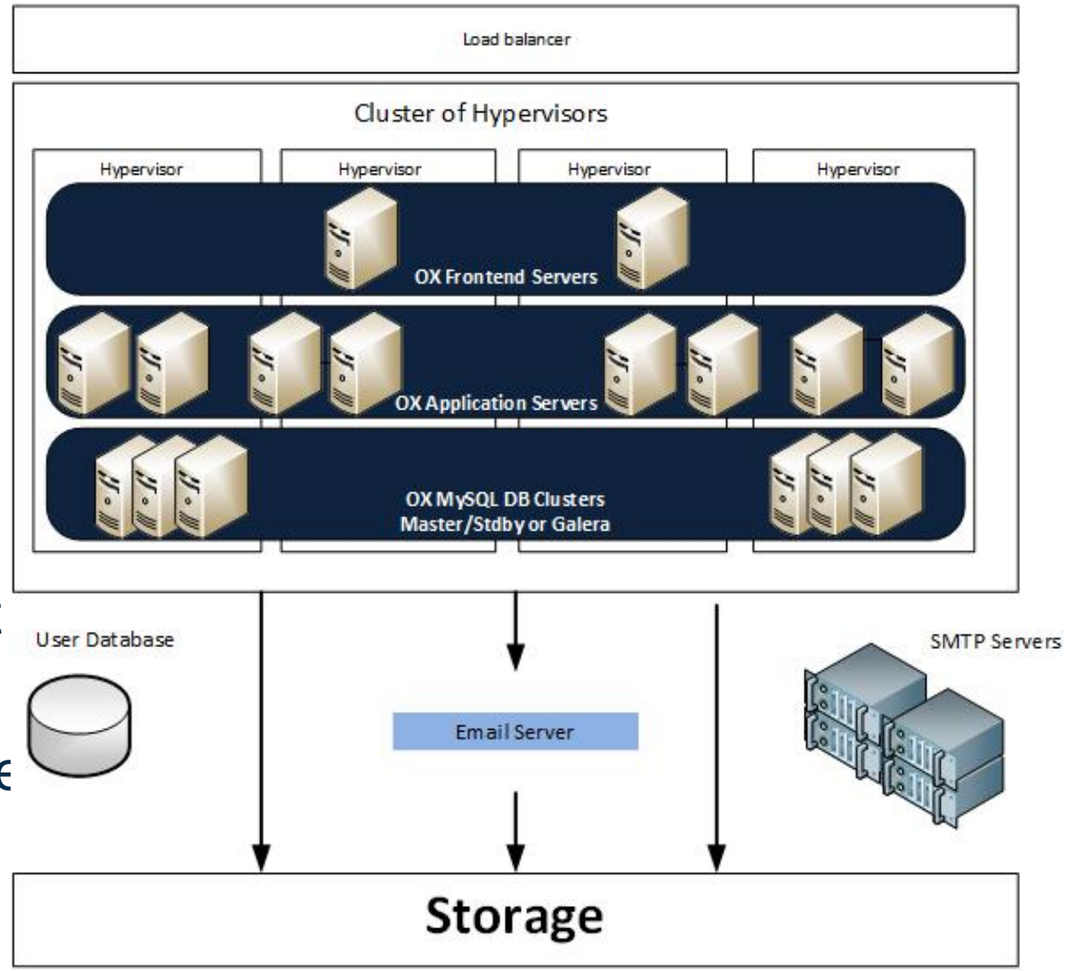

OX User
Loadbalancer
DOVECOT
Hypervisor
Hypervisor
Hypervisor
OX Frontend Servers
(Apache)
OX Application Servers
OX MySQL DB Clusters
Master/Stby or Galera
Dovecot IMAP(S)/POP(S)/LMTP Proxy
Dovecot Directors
Dovecot Backends
Cluster of Hypervisors
SMTP
SMTP Servers
User Database
• Username lookup
• Credentials
• User Attributes
Storage:
• NFS
• S3
• SAN

Architecture Benefits

- Multi-tier architecture: each tier scales independently
- Application layer scales linear without central bottleneck
- Application servers are stateless, no local storage needed
- Distributed session-cache allows user sessions to survive server outages
- Application servers can be added/removed without service interruption
- Unlimited high available database backends can be added
- Multiple network- or distributed S3 object- storage allows flexible scaling backend
- Components can be seperated on servers



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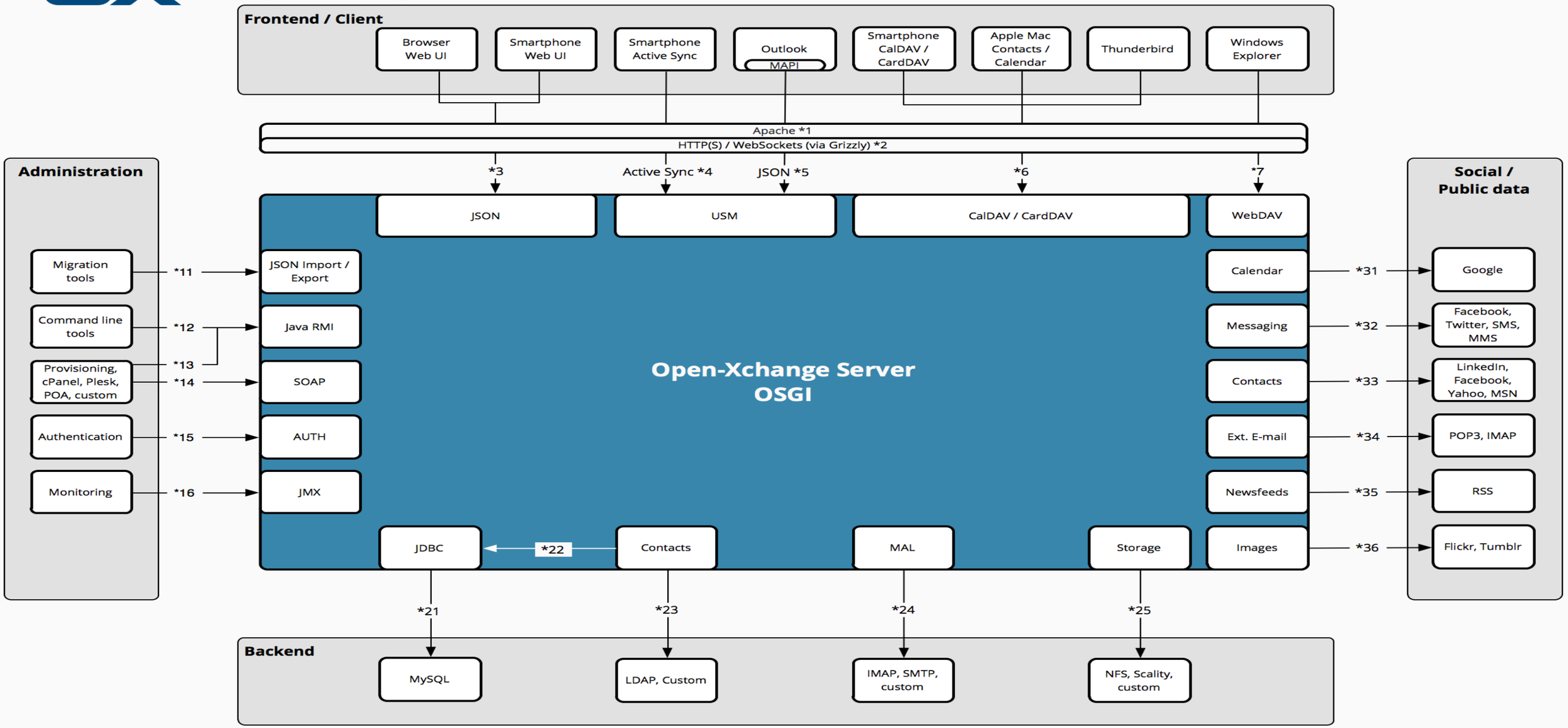
Open-Xchange Architecture Overview



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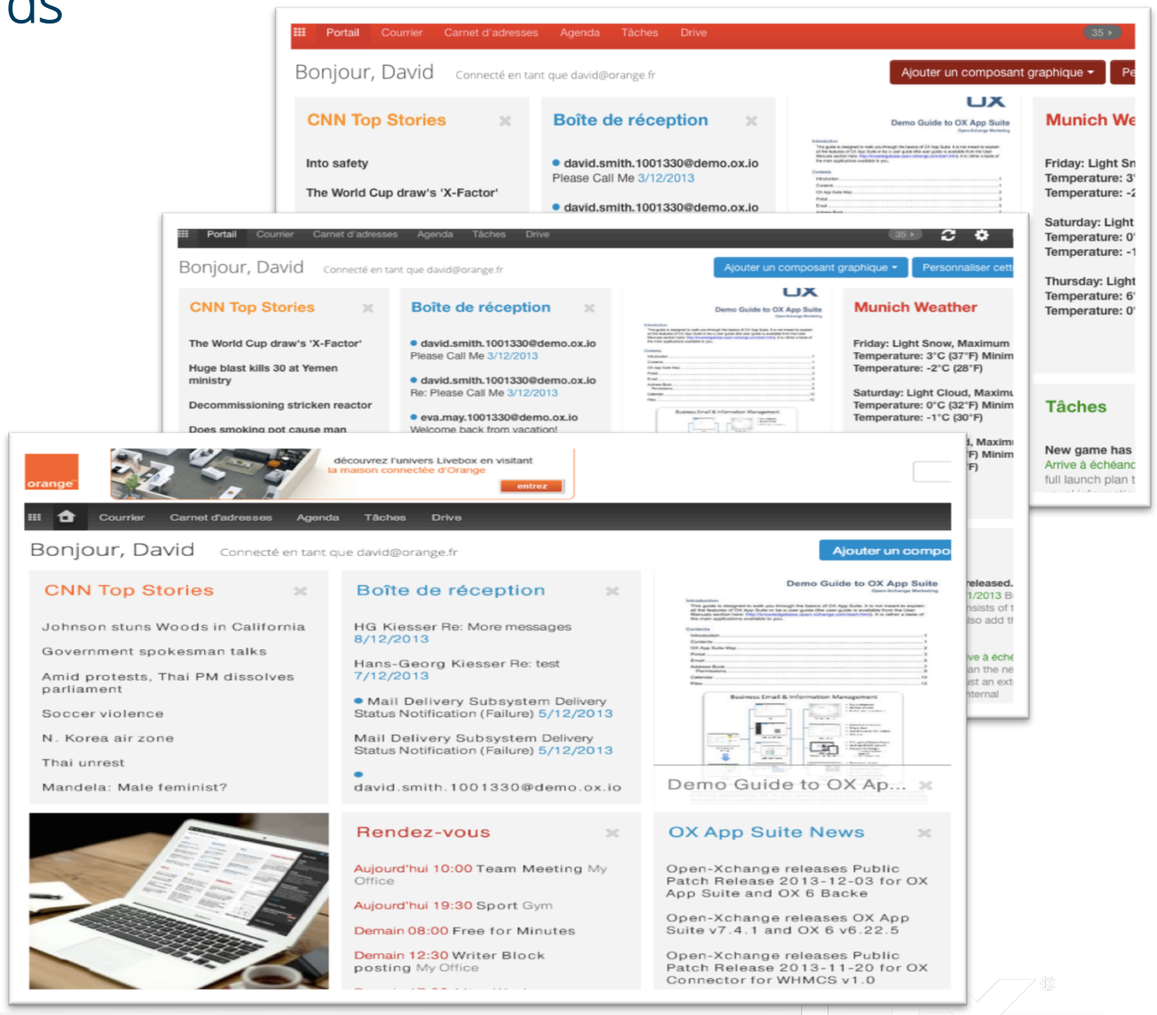
http://oxpedia.org/wiki/index.php?title=AppSuite:Architecture_Overview

UI Customization Possibilities

- Branding: logos colors, shapes… via web standards
- Custom widgets on portal page
- Custom content on various locations
- Advertisement, Promotions, News, …
- Content specific display possible
- Complete Web-Applications can be added
- Web UI Plugins
- Add custom functionality
  - Messaging, SMS, MMS, …
  - In Application Upsell, Cross-Sell
  - VOIP / CTI, …
- UI Behavior
  - Replace/Override/ existing UI Elements
  - Pre-Configure UI Elements
- Key to User Experience: Responsive Design



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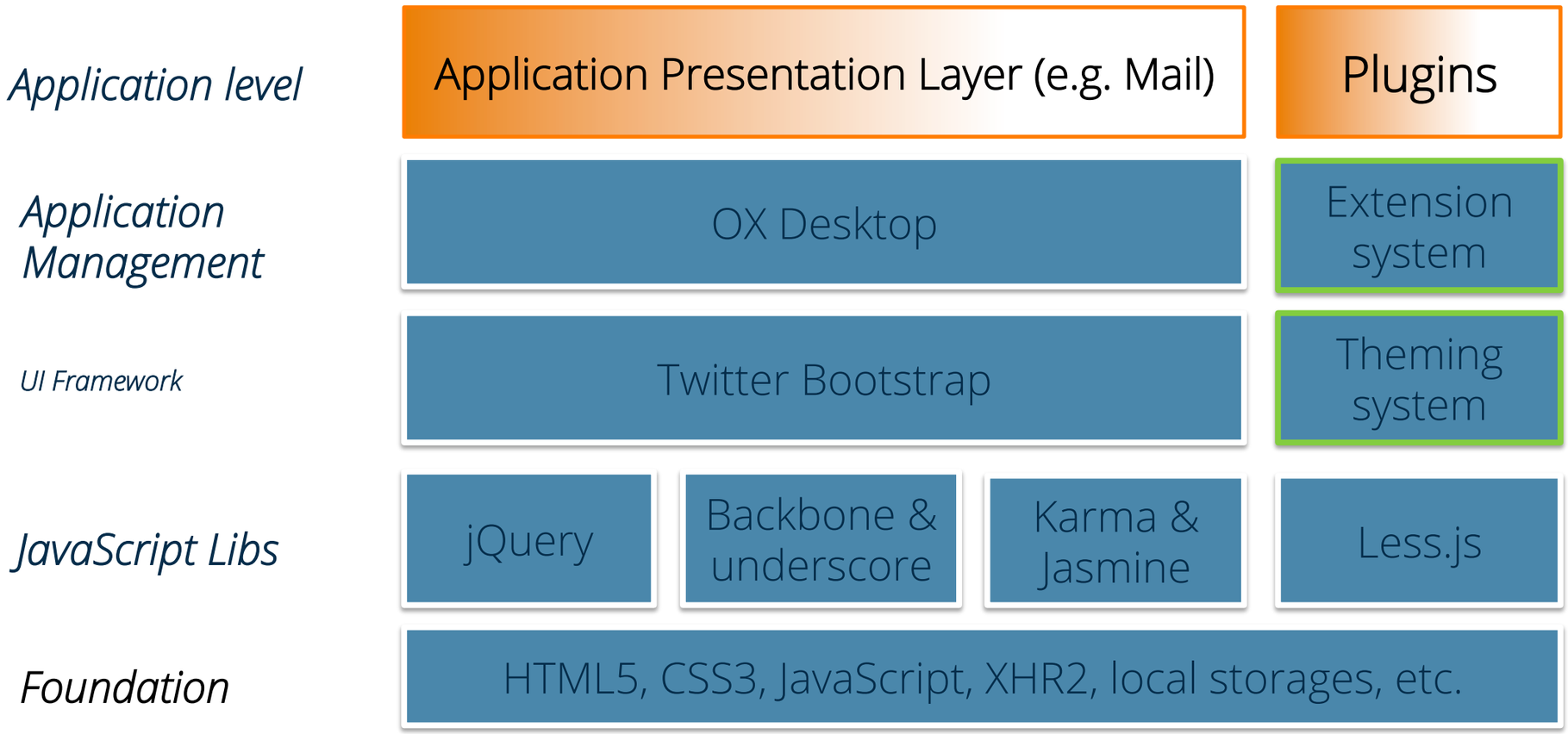
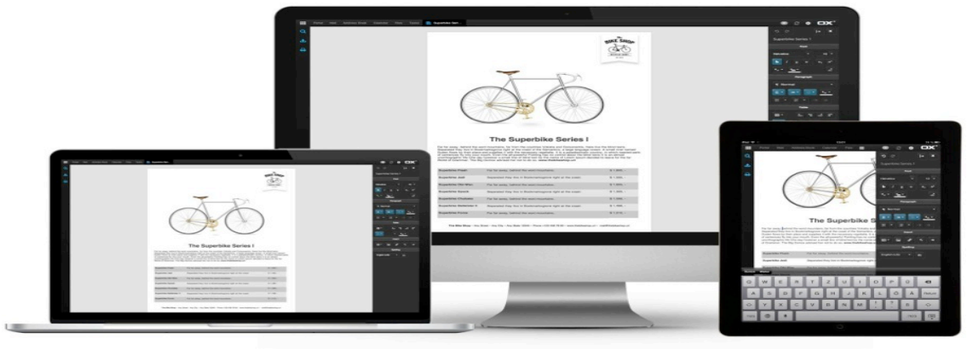
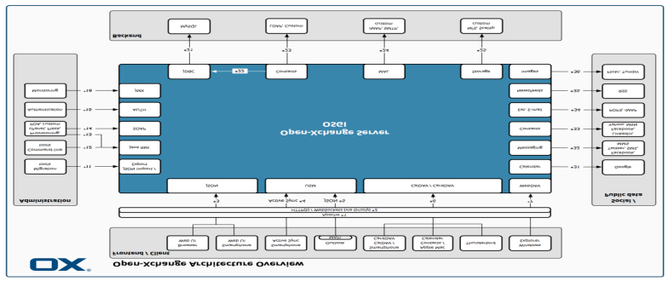

Application level
Application Presentation Layer (e.g. Mail)
Plugins
Application Management
OX Desktop
Extension system
UI Framework
Twitter Bootstrap
Theming system
JavaScript Libs
jQuery
Backbone & underscore
Karma & Jasmine
Less.js
Foundation
HTML5, CSS3, JavaScript, XHR2, local storages, etc.

Storage integration options





Web Access for all Devices

OX Drive Clients
- Windows, Mac OS X
- iOS, Android

Open-Xchange Application Platform

Storage Integration
- OX Storage
- NAS/NFS
- Object Storage
- Cloud Storage

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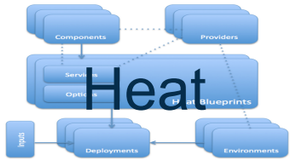
Elasticity - Architecture overview



Cluster Orchestration

Chef

Configuration Management

Loadbalancer

OX Instance

OX Instance

Elastic scaling

OX Instance

Openstack APIs

CPU & RAM

Network

Block Storage

Shared Compute Infrastructure

S3 API

ceph

openstack Swift

Object Storage

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German engineered - Different by design

Following the lead of Dieter Rams

Design intent is most valued when an individual doesn‘t need to reference an instruction manual to use it.

- “Less is More“
- “Good design is honest“
- “Don‘t make me think“

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Why UX matters

Current alternatives are here

OX App Suite is here

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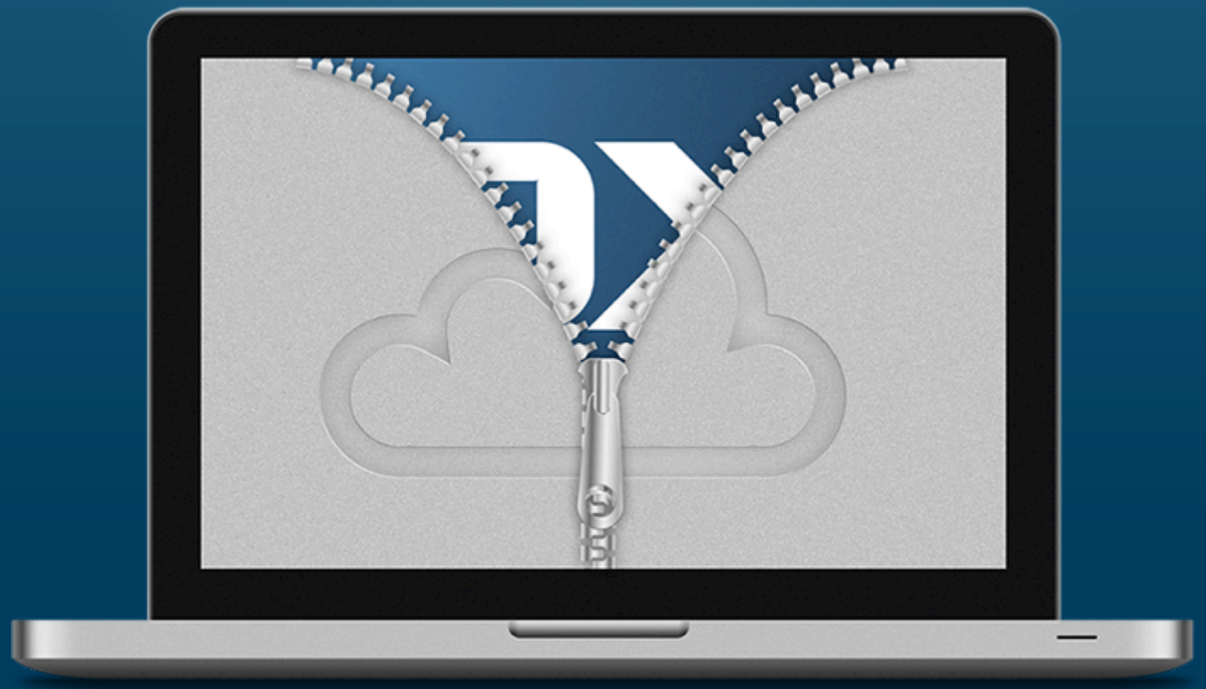
LIVE DEMO



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OX Drive

Drive your brand everywhere

Cloud-based storage solution (white-label)

Integrate your own or external storage solution

- Dropbox, Amazon Cloud Drive, Google Drive
- Available clients
  - OX Drive for Windows
  - OX Drive for Mac OS
  - OX Drive for Android
  - OX Drive for iOS

Version control and user tracking

File type actions

- Photo Slide Show
- Music Player
- Video player
- Text editing
- Preview

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OX Documents

Mobile productivity regardless of device

OX Text (view and edit .docx files)

OX Spreadsheet (view and edit .xlsx files)

OX Presentation (view and edit .pptx files)

OX PDF Viewer (view .pdf files)

Fully compatible with all existing Office documents
- no conversion, no loss of formatting or data

OX App Suite Integration
- provides full document versioning, mail integration, collaboration capabilities

Only Web Office Software made for Service Providers

made by the original OpenOffice team

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OX Spreadsheet

Leading-edge features that make day-to-day spreadsheet editing smooth and simple:

- Lossless round-trip editing for MS Excel (2007 and later)
- Import of cell styles and formatting from Excel documents
- Support for extensive set of formulas (over 300)
- Collaborative spreadsheet sharing with exclusive editing rights
- Status bar with AutoSum and AutoCount
- Support for password-protected spreadsheets

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Vendor Selection – Three P's

Product

OpenSource, Local Support, Stable APIs, Documentation, Usability, Clients?, Features?

Process

Security Incident Process, Support & Patch Management Process, Release Notes, Customizations

Project

Mechanisms, documented process steps, list showstoppers and problems, useful documentation

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Contact us

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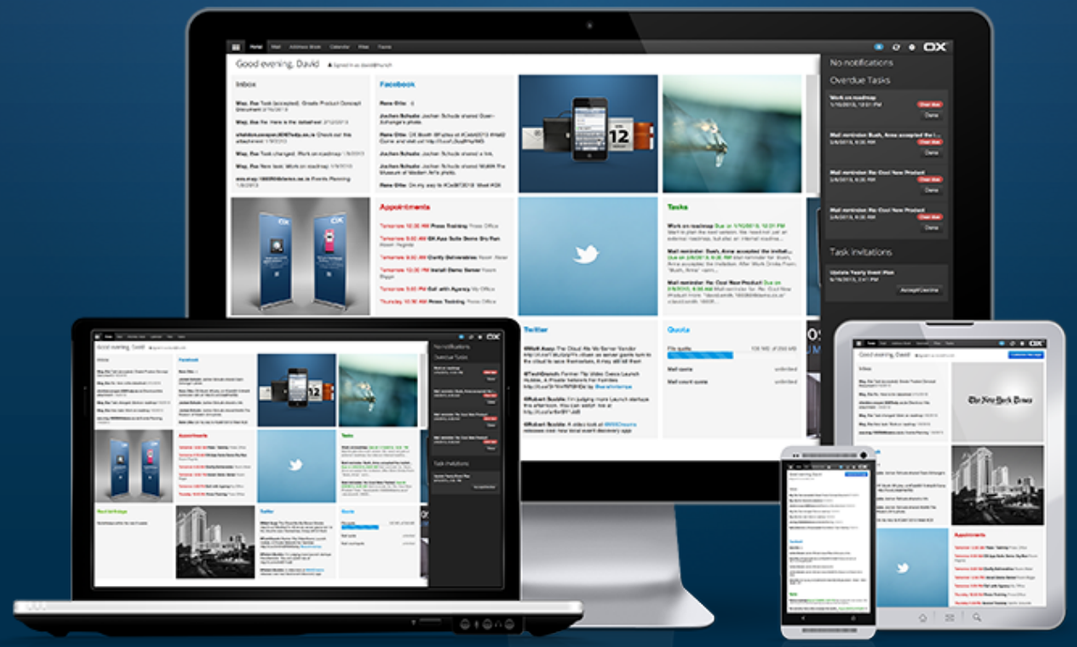

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