



Openwave® Email Mx

Enabling Personalized Converged Messaging Services at a Low Total Cost of Ownership

The past few years have seen a significant change in subscriber expectations when it comes to message and content storage. Subscribers now expect their email service provider to offer infinite storage with ubiquitous access from any device. Service providers must find solutions that meet subscribers' expectations while also keeping their storage costs under control.

Openwave Email Mx is an extensible, carrier-scale messaging platform that provides a rich, high-performance messaging experience across wireline and wireless networks at a lower total cost of ownership (TCO).

With Openwave Email Mx, subscribers can enjoy a feature-rich messaging product with high-performance mailboxes, nearly limitless storage capacity and extensive search capabilities. Features include family mailbox, global address book, mailing list, remote account viewing, mobile access and desktop access. Email Mx also offers comprehensive abuse protection from unwanted advertising, dangerous viruses and phishing attacks.

Product Benefits

- **Drastic reduction in cost** - savings of up to 65% can be realized
- **Incremental growth** - use of a stateless message store architecture allows for incremental growth without requiring huge upfront CAPEX investments
- **Carrier-grade reliability** - no single point of failure throughout the system

Product Details

Industry-Leading Stateless Architecture

- Scales to support millions of subscribers with fast, reliable performance.

- Leverages Apache Cassandra distributed database technology to significantly reduce storage and operational costs and offer easy, incremental capacity expansion.

Premium Extensions Architecture

- Allows for rapid deployment of new custom services or technology advancements.
- Enables maximum customization, flexibility and control with a robust application programming interface (API).
- Includes services such as the insertion of custom or third-party photo albums, advertisement management, legal intercept, archive and content filtering.

One-Click Email – Web 2.0 Integration

- Works with Openwave Rich Mail to enable limitless new revenue opportunities through the insertion of contextual hyperlinks within email text.
- Includes contextual advertising, commerce (music, videos, photos), information (location, traffic, news) and voice services (VoIP, video calling).

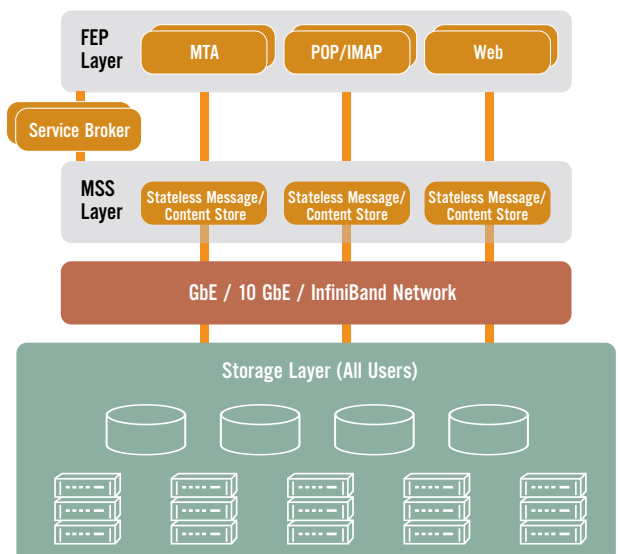


Figure 1: Openwave Stateless Message Store Architecture.

Openwave Email Mx

The Foundation of a Complete Communications Solution

- Sits at the core of Openwave's IP messaging vision to provide a single inbox for SMS, MMS, email and voicemail with multi-modal access.
- Offers many additional features:
 - Mobile email using the IMAP IDLE standard
 - Support for nearly limitless capacity mailboxes
 - Very Large Quota (VLQ) support that improves performance by using a different data-sharing model for large accounts
 - Index and search to enable new rich content views, conversation views and cross-application and attachment searching
- Hierarchical Storage Management (HSM) moves infrequently accessed messages to lower-cost storage.
- High-performance access to multi-gigabyte mailboxes under load significantly improves the user experience.

Proven Success

Openwave has been in the messaging business for more than 14 years.

- Email Mx has been deployed at more than 50 operators worldwide.
- The Radicati Group ranked Openwave as a market leader in its "Messaging Platforms for Hosted Email Providers" Market Quadrant.

For more information, please contact sales@openwave.com or visit www.openwave.com.

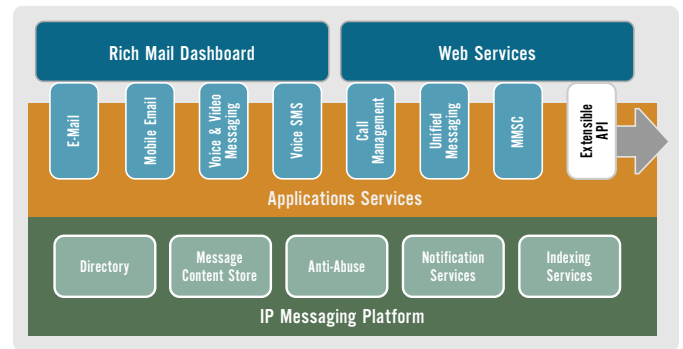


Figure 2: Openwave Email Mx Platform Architecture.



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About Openwave

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