

This report is a comparative study of Zimbra Collaboration Suite and Google Apps.



**ABOUT ZIMBRA** - The Zimbra Collaboration Suite (ZCS) is an open source server and client software solution for messaging and collaboration - email, group calendaring, contacts, and Web document management and authoring.



**ABOUT GOOGLE APPS** - Google Apps is a hosted messaging and collaboration suite from Google. It was conceptualized and executed as a hosted and free consumer messaging platform for monetizing search and other content services. Google Apps is now offered as a hosted commercial offering to enterprises, educational institutions and service providers.

### Product Comparison

- Google Apps lacks many must-have features that enterprise users require including folders, tasks, delegated access, integrated calendar, robust security and privacy policies, etc.

**Zimbra was built with the business user in mind and provides robust organization, delegation and security features. Zimbra's integrations allow users to interact with email, contacts, calendars, IM and more without switching screens.**

- Google Apps keeps significant control over end-user experience.

**Zimbra solution offers administrators complete control of the system.**

- Google Apps does not offer any native offline client.

**Zimbra offers a free Desktop client which provides the same user experience as that of Zimbra Web Client.**

- Google Apps is based on a platform that is regarded as the worst on the web for privacy.

**Zimbra solution does not mine user data that triggers privacy related concerns.**

### Google App's Challenges

**Google's biggest challenge is that its strategy and business model are not aligned with future needs of organizations.** The Google Apps business is a cost center today and in order to make a sustainable business, Google will need to monetize user content on its website or start charging a lot more.

**Google has no incentive to expand support for in-house deployments or widely used desktop platforms and applications.** Organizations with diverse environments and user bases will find Google limiting in the capabilities it offers today.

**Google Apps does not currently offer an "exit option"** to its potential customers. If the Google service does not fit the bill, customers can do no more than POP user messages. No user migration options are offered to retain folder structure, calendaring or address books.

**Google will have to address legitimate user concerns surrounding privacy** - policies regarding mining user data and retaining it for long periods of time.

**Google Apps is not cost-effective for many organizations.** Due to privacy concerns, many organizations cannot migrate all users to the Google system requiring installation of multiple systems. There is administrative loss of control with no significant reduction in costs.



**Feature Comparison**

|                   | Zimbra | Google Apps | Comments   |
|-------------------|--------|-------------|--|
| Mail              | Good   | Poor        | Google Apps lacks folder & subfolder organization.   |
| Search            | Good   | Fair        | Zimbra uses advanced search building tools to search across folders based on dozens of potential criteria (domain, size, dates, and more). |
| Contacts          | Good   | Good        |  |
| Calendering       | Good   | Fair        | Google Apps lacks integrated calendaring.  |
| Tasks             | Good   | Good        |  |
| Online Documents  | Good   | Good        | Both Zimbra and Google Apps offer rich web documents.  |
| Instant Messaging | Good   | Good        |  |
| File Storage      | Good   | N/A         | Integrated file storage is not supported in Google Apps.   |
| Offline Access    | Good   | Poor        | Google offers no offline client that presents email, contacts, calendars, tasks and documents.   |
| Mobile Support    | Good   | Fair        | Both support iPhone and Windows Mobile Sync. Zimbra also offers Blackberry Enterprise sync.  |
| Sharing           | Good   | Fair        | Google Apps does not support folder sharing & delegation.  |
| Local Support     | Good   | Poor        | Google Apps offers online resources, but little user support.  |
| Data Privacy      | Good   | Poor        | Google can mine user data and retain data long after user has marked it for deletion.  |

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