

PineApp Mail-SeCure vs. Iron Port

This comparison analysis describes the advantages of PineApp Mail-SeCure compared to Iron Port. This document will provide marketing tools in order to emphasize these differences and provide a better understanding of them.

Features and technology

Most features and technology in PineApp's and Iron Port's appliances are identical. Both products use several Anti-Virus engines, advanced Anti-Spam mechanisms, management tools and reporting.

Both products also use Perimeter level security and are very effective in identifying and blocking Spam and Viruses originated from Zombies, thus blocking most attacks at the perimeter level – even before penetrating the organization.

However, Mail-SeCure has some features that are unique and do not exist in Iron Port's appliances:

1. ICC (Inappropriate Content Control) – The ability to detect and block adult content. Pornographic pictures, embedded pictures and videos (coming soon) can be detected, quarantined and notified by the system.
2. Mail-Server – Mail SeCure has an optional mail server in each device. A minor change in the license and the device can act as a fully operational mail server, supporting POP3, IMAP and even an internal Web-Access.
3. Management – Mail-SeCure's management feature is the most flexible one in the market. Administrators can create different rules per user/group/organization, different footnotes, notifications, extension rules, size rules, forwarding rules and much more.
4. Load Balancing – Mail-SeCure features an embedded load balancing mechanism. There is no need to purchase a third party balancer in order to balance the traffic between two or more devices.

The following table provides a quick feature comparison between the products:

	PineApp Mail-SeCure	Iron Port
Anti Virus		
Number of Engines	5	2
Engine types	3 by F-Secure, Commtouch Zero-Hour™ and PineApp Heuristic	Sophos and Virus Outbreak Filter
Zero-Hour Protection	✓	✓
Anti Spam		
Proven detection ratio	98.5%	90-95%*
Proven Image-based Spam detection	✓	✓
IP Reputation technology	✓	✓
RPD™ Technology	✓	✗
Zombie detection (ZDS)	✓	✓
Bayesian engine	✓	✓
Heuristic engines	✓	✓
RBL	✓	✓
NextGen Greylisting	✓	✓
Content filtering	✓	✓
Anti-Spoofing	✓	✓
Denial of Service protection	✓	✓
Anti-Phishing	✓	✓
Inappropriate Content Control	✓	✗
Policy Management		
3 Tier General Policy rules (Global/Group/User)	✓	✓
3 Tier Policy Attachment rules (Global/Group/User)	✓	✓
3 Tier Footnotes rules (Global/Group/User)	✓	Global Only
3 Tier Spam score rules (Global/Group/User)	✓	✗
Different policy for outgoing and incoming mail	✓	✓
LDAP Synchronization	✓	✓
End-user quarantine	✓	✓
End-user Black & White lists	✓	✓
Mail Routing	✓	✗
Masquerading	✓	✗
Integrated Load Balancing	✓	✗
Optional mail server	✓	✗
Automatic Software Updates	✓	✓

* Results may vary according to modifications made by the administrator.

Prices and pricing model

Iron Port has a complex pricing method. A customer purchases the basic device with the basic Anti-Spam engines. For each extra module, the customer needs to pay extra money. Modules such as Anti-Virus or Virus Outbreak Filters cost extra.

PineApp's pricing model is much simpler; one price for all modules. Apart from the ICC module (Inappropriate Content Control) – a module which is unique, a customer that purchases PineApp's Mail-SeCure, benefits from **all** modules which are installed and fully operational. There is no need to pay additional fee.

Iron Port's pricing model is a per user model. The price for the solution is based on the number of users. The disadvantages of this method are:

1. In most cases, the solution is expensive.
2. Impossible to plan the budget ahead – What will the renewal fee be if the organization grows by 10-20%?

PineApp's pricing is per appliance – regardless of the exact number of users. It doesn't matter – price wise – if an organization has 1000 or 1100 users. As long as the device is designed to handle the traffic, it will be able to cope with a growth in the number of users. This allows accurate budget planning (because the customer knows how much to pay every renewal) and in most cases - cheaper solutions.

Pricing – Mail-SeCure's pricing is much cheaper than Iron Port's. This makes PineApp's solution more affordable and cost effective. It also makes the solution easier to sell and maintain.

The following table presents a few pricing examples:

	Mail-SeCure	Iron Port*
250 users	\$4,350	\$8,900
1000 users	\$8,150	\$27,500
5000 users	\$19,900	\$100,000
Second year renewal (%)	25%	50%

* - The data of Iron Port's pricing is based on price lists dated March 2007. Prices may vary according to geographical regions, special discounts and price lists.

Notice that even PineApp's second year maintenance fee is significantly cheaper than Iron Port.

Business model

PineApp offers distributors two business models:

1. "Distribution" - The distributor purchases the complete appliances from PineApp and sells it through its channels as a PineApp product. PineApp offers a flexible price structure and better margins to the distributor and its channels.
2. "Licensing" - The distributor can act as an OEM or "Private - Label" providing the hardware (Pre Approved by PineApp) while PineApp provides the software and installation mechanism. This method provides hardware flexibility and increases the distributor's margins, as well as avoiding costly shipment expenses and customs bureaucracy since the distributor provides the hardware platform locally.

Conclusion

In general, Mail-SeCure and Iron Port provide a similar solution for Email security. However, many customers cannot afford Iron Port's pricing. Mail-SeCure offers the same level of security (perhaps even a higher level), more features for two thirds of the price or less (in some models). Furthermore, PineApp's business model offers distributors and integrators better business models that enable them to increase their margins.