



## zimbra vs. GMail

### Comparison Overview

#### Why we think customers should think twice about GMail

Whilst GMail has been around for a while it's only recently that GMail has been actively marketed to business and we are seeing a rise in interest in GMail as a Zimbra/Exchange alternative.

We really don't believe that GMail offers a valid alternative to Zimbra, or Hosted Exchange, for the following reasons:

#### Compared to Hosted Zimbra from The Very Good Email Company:

- GMail organises mail by tags rather than folders - lacks clarity for the user

- SLA - GMail offer an SLA but don't give refunds/credits - they give additional service period tying the customer in longer
- Same platform as the free consumer service
- Reliability - GMail has a record of outages. How would your customer react?
- Security and downtime issues
- Where's your data? Email could be anywhere in the World
- Relies on preparatory web browsers - no dedicated interfaces unlike Zimbra
- Can't set individual email policies
- Google reserve the right to serve adverts
- Google reserve the right to list companies in customer lists - and potentially include screen-grabs
- Size - we believe strongly in customer care. Quite simply it's far easier for a smaller, 100% email focussed, company to provide the high levels of service and support required in the business environment.
- Email scanning - whilst email is generally scanned for the purposes of filtering spam, GMail specifically 'uses this scanning technology to deliver targeted text ads and other related information' (copied from their own website).

**“Google: don't expect privacy when sending to Gmail”**

Dominic Rushe, [The Guardian](#)

**Partner Welcome Pack**

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[After Major Outage, Gmail Slowly Comes Back](#)

[Google apologises for lengthy Gmail outage](#)

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[Zimbra vs. Google Apps: Email Organization](#)

[Why I Cancelled My Google Apps Premier Account](#)

[Dear Gmail \(why I left Gmail\)](#)

	Zimbra	GMail
Fully Featured Email Client	✓	✓
Shared Calendaring	✓ Enhanced functionality/ Multiple Calendars/ multiple platforms	✓
Shared Contacts	✓ Across multiple platforms	✓
Email organisation	By Threads, or Tags	Tags (labels)
Drag and Drop email, calendar, contacts	✓	
Blackberry BES Server connectivity	✓	
Native iPhone synchronisation	✓	✓
Sharing restrictions	✓	
Open Source	✓	
Mobile Device Policy Management	✓	
UK Hosting	✓	Could be anywhere!
Full support for Internet protocols (IMAP, POP3, LDAP)	✓	
Free MS Outlook Plugin	✓	
Offline mode - Zimbra Desktop	✓	
SLA	✓ With discount to bill	✓ With additional service period



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