

modusNews

Vircom Europe's Newsletter



Happy New-Year !

Dear Partners,

Let me wish you and your family a Happy New Year!

May 2006 bring you health, happiness, prosperity and...
...our 1st *Quarterly Newsletter* !

The beginning of a new year is always the time to review the past year and plan the coming one. That is what I would like to do in this first newsletter.

2005

INCREASED REVENUES

2005 has been for Vircom Europe another extraordinary year. While Vircom's policy is to not disclose revenues, I may state however that European revenues have increased by 253% compared to last year (where they already increased by 232% compared to the year before). This is due to you who have indeed helped us achieve this sustained success and to your customers who have placed their confidence in Vircom, our products and services.

INCREASED RECOGNITION

We have achieved some major deals last year, amongst which one is particularly important for its size and recognition: Telecom Italia. We won this deal through the dedication and commitment of our local partners, Xerity and their reseller SevenOne (Italy).

Today, the Modus™ technology protects about 1.000.000 mailboxes in Europe alone.

IMPROVED PRODUCTS

Our products as well have greatly evolved over the year. While we started 2005 with a software only version (Release 3.2), we start 2006 with a new 4.3 release available as software, a secure Appliance and our newly available Mail4Sure MSSP services !

Our Modus™ 3.2 release positioned us a leading anti-Spam supplier. Today, we open the year with our Modus™ *Smart Email Assurance* technology & solutions, which protect and enhance customers' e-mail infrastructures by offering availability, email defence and regulatory compliance.

2006

Our plan for 2006 is to reproduce last years' growth rate. It is a major challenge only achievable with you and your commitment.

Let us review our munitions and the battle plan.

NOT JUST WARMED-OVER OPEN SOURCE TECHNOLOGY...

You have many anti-spam and so-called email security packages and vendors to choose from. Many use conventional code based on the Open Source Initiative, warmed over to make a proprietary package. While most have essentially the same capabilities – they also have essentially the same limitations. *One issue is that Open Source technology is an open-book to spammers and hackers. But a larger issue is that there is more to email assurance than just anti-spam or anti-virus!*

... AND NOT JUST ANY SUPPLIER

Corporations do not see email defence (AV, AS & AP) as a critical project like SAP or CRM projects may be. Email infrastructure instead - as mentioned by a recent IDC analysis - will become a critical project for most. They will search for manufacturers with the appropriate vision and technology for helping them respond to their next generation email communication needs.

To protect their #1 internet application, customers/prospects will look for a company in which they can place their full trust. A company that is:

- Stable and mature (having learned from the past and derived experience from it),
- With perspectives to the future (having its own well architected technology),
- Customer driven (close to its customers and listening to their needs).

Exactly Vircom's key differentiators!

A DEFINED SALES & MARKETING STRATEGY

We have a long list of recognized customers everywhere in the world and in Europe in particular : service providers, large corporations and SMBs that have implemented our technology with success.

Every year, over 95% of our European customers are renewing their support plan, demonstrating the constant improvements of our products and the quality of our customer service.

What's more, we have a recognized technology – last December, ModusGate got a "Best of 2005" recognition from SC Magazine in the anti-Spam category and Vircom became Microsoft Gold Partner.

However, we do not have an extensive marketing and financial power. Therefore, we need to be clever.

Channel Strategy

We have distribution partners in most European countries. We now need to work *together* on finding new reseller partners. Since our products are Microsoft-based, we will focus on the Microsoft Value Added Resellers, System Integrators and Service Providers (incl. Hosters). We will use our Microsoft Gold Partnership and the Microsoft Partners database to help us in this.

Marketing

We are in the process of introducing our new "Email Assurance Company" positioning. This will be accompanied with new datasheets and a completely new website, new vision and solution papers (SMB, Corporate and Service Providers). Most are available already and will become official at the end of the month with the release of the Modus 4.3 version.

We will also focus on *success stories*. In French, one says "Savoir faire & faire savoir" (know how & let know). Last year we have demonstrated our "know-how". Now we need to let you, your customers and prospects know what we achieved.

Finally, we will pursue our *joint marketing* efforts, focussing on lead generation, seminars, promotions and advertising.

You, our partners!

You are important. We know that our objectives are impossible to achieve without you. We know also that every partner has a different strategy, and that every country has different needs.

We will contact you shortly to define how we can best team up.

A DEDICATED TEAM

Our team is there to work closely with you. Your success is ours.

- Manuela Divoire – Channel Manager (manuela.divoire@vircom-europe.com)
Some of you have already met Manuela or exchanged some emails. Manuela has now taken the responsibility of Channel Manager. She has a successful experience in Field Marketing, Channel Development and Territory Management gathered over the years.
- Olivier Birlé – Support Engineer (olivier.birle@vircom-europe.com)
Olivier is successfully supporting our 1.000.000 European mailboxes, with excellent customer satisfaction rates! In parallel, Olivier is also in charge of the trainings and remote installation requirements. And he still finds time to add valuable articles in the Vircom knowledge base.
- Paul Vanbosterhaut – Managing Director (paul.vanbosterhaut@vircom-europe.com)

We have an history, a plan and together a team. So... Look forward to another exciting year !



Montreal-based Vircom is a leading developer of secure email management and authentication solutions for the demanding needs of Internet Service Providers, the real estate industry, corporations and health care. Vircom's mature Modus™ secure email management technology incorporates over 10 years of industry expertise, making it a powerful driving force in the defense against spam and email-borne fraud. Rated "Best Windows-based Anti-Spam Solution" by Network Computing and named a "2004 Recommended" product by SC Magazine, Modus has gained important industry recognition, including a record-breaking five-award distinction from Windows IT Pro magazine.

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