



# MSN Israel bases its HOTMAIL service on Microsoft Hosted Exchange Server and Outlook Web Access

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**The leading Israeli Mega Portal, has modernized its HOTMAIL e-mail platform by migrating to a high-availability architecture based on Microsoft Hosted Exchange Server, Outlook Web Access and a wealth of add-on solutions.**

**As a result, Hotmail.co.il now provides more than 200,000 users with an e-mail service which is faster, easier to manage, and more stable.**

**MSN Israel now has a flexible platform that can offer modern services, such as mobile mail functions and voice messaging.**

**The new modernized platform enables MSN Israel to offer its Hotmail.co.il users a wide range of free and premium services.**

## **Situation**

MSN Israel is the leading Mega Portal in Israel. Hotmail.co.il, its web-based e-mail service, is one of its major assets. Using this e-mail service, users send and receive over 400,000 e-mail messages and open more than 1,500 new mailboxes – every day. After exhausting its current platform, MSN Israel needed to modernize its existing services, while enabling it to offer new ones.

With Microsoft Hosted Exchange Server and Outlook Web Access, MSN Israel has a web-based e-mail solution which provides features and functionality that users need – sending and receiving e-mail messages, managing their Calendar and Contact list from anywhere they can gain access to the Internet and more.

Moreover, with Hosted Exchange, MSN Israel can now offer different levels of functionality to different users, part for free and part for fee. These premium services include access with Outlook Express or any other POP3 compliant client, access through cellular phones and other mobile devices, SMS alerts, a Virus scan service, extra mailbox storage space and a wide range of other services, built by internal developers and third parties.

## **Customer Profile**

MSN Israel is the leading Mega Portal in Israel. Through Hotmail.co.il, the company provides more than 200,000 users with web-based e-mail services.

## **Business Situation**

MSN Israel wished to offer Hotmail.co.il users a modernized and sophisticated web-based e-mail platform and **the foundation for new revenue-generating services.**

## **Solution**

MSN Israel deployed Microsoft Exchange and Outlook Web Access, which provide Hotmail.co.il users with a feature-rich, user-friendly Web-based e-mail system.

## **Benefits**

Modernizing its Hotmail.co.il platform enables MSN to offer its users a wide range of services, part free and part for fee.

## **Technology**

Microsoft Exchange Server with Outlook Web Access  
Microsoft Windows 2000 Advanced Server with Internet Information Services  
Microsoft SQL 2000 Server Enterprise Edition  
Microsoft Operations Manager Server:  
Dual Intel® Pentium® 4 processor  
Quad Intel Xeon processors  
Anti Spam Software  
Multi Router Traffic Grapher (MRTG)

## **Solution Provider**

EYRON Ltd.



Using the new Hotmail service, MSN Israel can now offer a suite of outsourced messaging services for businesses, which will provide organizations and business users with access to the collaboration features embedded in Exchange Server, including shared contact lists, shared calendars, public/private folders and workflow functionality, under their own domain.

### **Supporting Hundreds of Thousands of Users**

The new version of Hotmail.co.il went live on December 2002 and was an immediate success. More than 200,000 existing subscribers were migrated from the old platform and began using the new platform immediately with no service downtime. Hotmail.co.il continues to add subscribers at a rate of around 1,500 users per day.

Hotmail.co.il provides its users with an Outlook Web Access mailbox, displayed inside a frame within a wrapper page. This wrapper contains the graphic design and includes advertising slots and content programming slots. The wrapper can access the authenticated user's profile and use the data for targeted advertising.

Hotmail.co.il offers its users a self provisioning system, enabling them to register and manage their accounts on their own. This system, developed by EYRON is based on a central database and several other sub-systems. By using a single web-based system, users can perform the following tasks:

- *Open a new mailbox* – this creates an Active Directory account, an Exchange mailbox, the necessary permissions and default features, without any delay. Upon completing the registration form, users can access their new mailbox immediately.
- *Update profile and password of an existing mailbox* - changes are reflected in Active Directory and are applied immediately.
- *Password reminder mechanism* – users can regain access to their mailbox if they forget their password.
- *Passport Integration* - the registration process also creates a new Microsoft Passport account with the user's new Hotmail.co.il e-mail account.

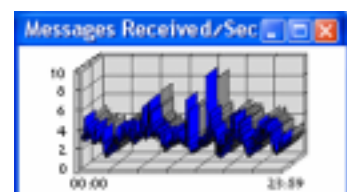
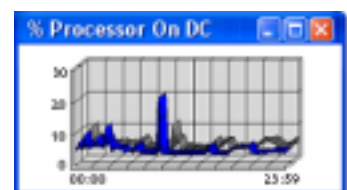
In order to support outsourced messaging services for businesses, the registration system offers XML API's which enable third parties to create and update accounts based on business agreements with MSN Israel.

Hotmail.co.il uses SQL Server 2000 to manage the user base and to track users' activity. SQL Server 2000 stores all user details, such as login name, password, personal profile information, account features (for example POP3 access) and more.

In addition, SQL Server 2000 is used to keep a detailed log on every action and error in the user management system. These include successful and failed login attempts, profile updates and feature changes, as well as detailed error reports.

### **MOM System**

Monitoring the health and performance of Hotmail.co.il system and servers is done using Microsoft Operations Manager server



## Administration and Support

In order to enable streamlined support, several administration tools were developed for Hotmail.co.il by EYRON. These include daily, weekly and monthly statistics reports, daily system logs, and the ability for authorized Hotmail.co.il personnel to enable and disable accounts, inquire about user details, view recent activity logs, perform password resets and the like.

The interaction with Microsoft Windows 2000 Server Active Directory is accomplished using a specialized COM+ DLL. This component is used by the provisioning, administration and support applications. The component is installed on the back-end servers, and accessed by the front-end applications as a web service (XML requests on top of HTTP), providing an efficient and secure way for interacting with Active Directory and Exchange.

Microsoft Operations Manager server (MOM) is used to monitor the health and performance of Hotmail.co.il systems, including all Windows 2000 servers, Active Directory servers and Exchange clustered and non-clustered servers.

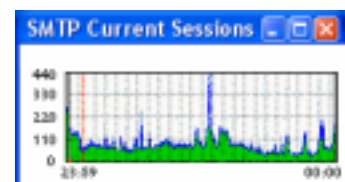
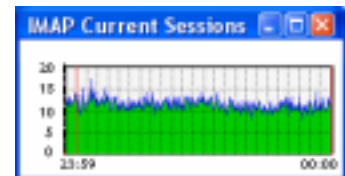
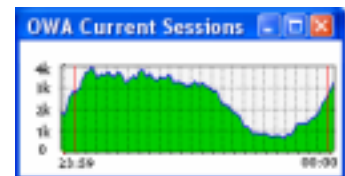
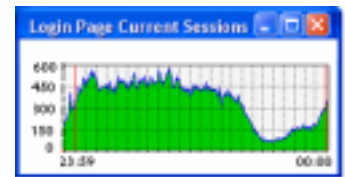
## Statistics

Some statistical data as of January 2004, extracted using the analysis system developed for Hotmail.co.il:

- Average of 3,000 Outlook Web Access concurrent connections
- 4,000 concurrent connections at peak time
- 50,000 unique logins per day
- More than 1,500 new mailboxes opened every day
- More than 300,000 inbound messages per day
- More than 100,000 outbound messages per day
- More than 500,000 inbound messages per day blocked by the Anti-Spam servers
- Current Disk space of all mailboxes – 390GB
- Total disk space for Exchange database – 570GB
- Total disk space – 1.7TB including Exchange database, transaction log and maintenance disks
- Average number of inbound and outbound messages per second – 9

### MRTG

The Multi Router Traffic Grapher (MRTG) is a tool for monitoring the traffic load on network-links in Hotmail Israel.





### ***For More Information***

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