



TECHNOLOGY AUDIT EXECUTIVE SUMMARY

IntraLinks Exchanges

IntraLinks

KEY FINDINGS

Strengths:	<ul style="list-style-type: none">✓ IntraLinks Exchanges unites content management, collaboration, search and workflow technologies in an integrated, secure, and compliant working environment.✓ Geographically dispersed organizations can save time and money by confidently conducting their high value, commercially sensitive processes and transactions on the Web.✓ The on-demand IntraLinks platform facilitates secure business collaboration across 62 countries in seven languages. Customer support worldwide is provided in over 140 languages.
Weaknesses:	<ul style="list-style-type: none">✗ IntraLinks Exchanges does not yet incorporate a facility for the electronic signing of documents.✗ There is no out-of-the-box integration between IntraLinks Exchanges and Lotus Notes and Domino.
Key Facts:	<ul style="list-style-type: none">i IntraLinks is a pure-play software-as-a-service offering. There are options for locations of data, but not for moving the entire environment to an on-premise or other deployment model.i Windows, Mac, iPhone, iPad and BlackBerry devices are actively supported. There is also plug-in capability for Microsoft Outlook.



OVUM VIEW

IntraLinks Exchanges is a SaaS solution that enables organizations to securely manage commercially valuable and/or sensitive content during the various phases of a business process or collaborative activity. Analytics, business intelligence, auditability, governance, and reporting capabilities make this platform ideally suited to closely controlled business activities, while a set of open application programming interfaces (APIs) provide integration opportunities to line-of-business applications and business productivity platforms such as Microsoft SharePoint. The IntraLinks offering has been on the market for over a decade and IntraLinks has extended the platform to meet the needs of the extended enterprise, and not just those involved in merger and acquisition activities. Ovum believes that there are still one or two important gaps to be filled in this offering, for example, IntraLinks Exchanges does not currently offer support for electronic signatures -- a significant omission given the nature of the business processes handled by the product.

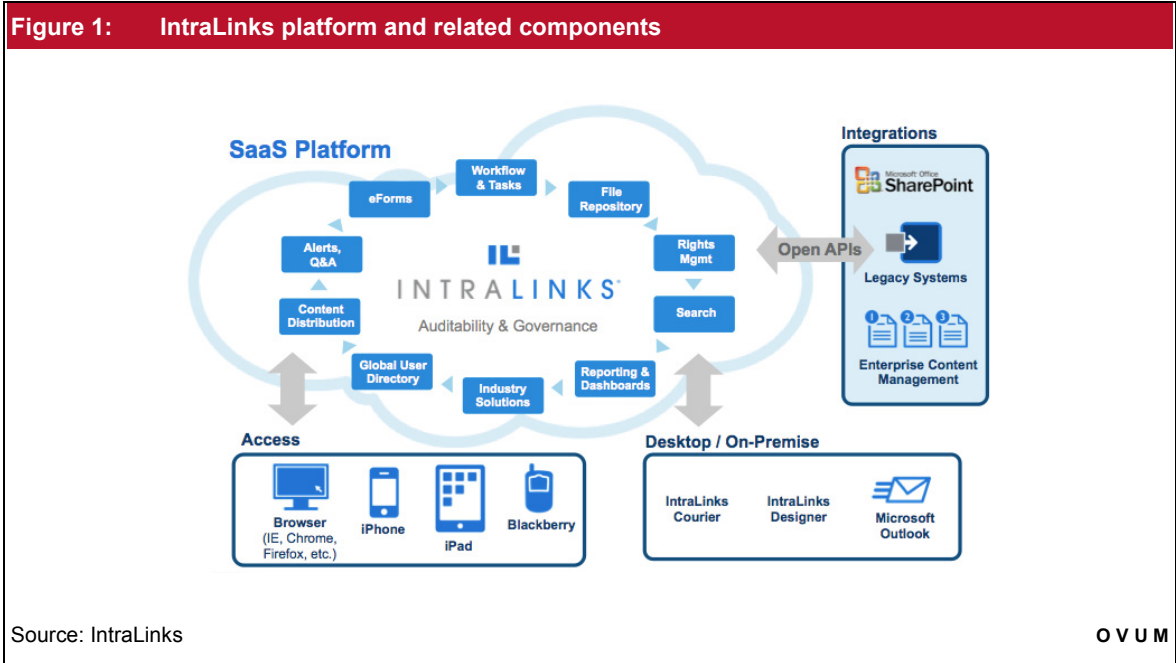
Recommendations

- Organizations operating in commercially sensitive industries, such as the financial services sector, should explore the business value afforded by IntraLinks Exchanges in terms of cost reduction through process improvement and efficiency gains.
- Mergers and acquisitions are notoriously difficult and complex affairs, and can have a significant impact on the companies involved. IntraLinks Exchanges provides a highly efficient online electronic workspace which offers more security than a locked boardroom, and so organizations with acquisitive tendencies should assess the potential that this service has to offer.
- High-end enterprise content management (ECM) solutions may provide additional elements of functionality which extend beyond the current capabilities of IntraLinks Exchanges. However, organizations following a holistic ECM strategy might still find value and utility in this targeted, cloud-based solution.

FUNCTIONALITY

SOLUTION OVERVIEW

IntraLinks' offerings are used by small regional organizations and large global enterprises to control, track, search, and exchange time-sensitive information inside and outside the firewall; all within a highly secure, easy-to-use, familiar environment. By acting as a trusted hub and neutral third party, Ovum believes that IntraLinks can accelerate time-to-value for a variety of business activities which might otherwise require costly and time-consuming face-to-face meetings and expensive/inefficient document courier services. The IntraLinks platform has tended to be used in very specific circumstances, and this will continue to be the primary use-case for most of the company's customers.



Using a collection of rights management technologies, IntraLinks Exchanges can provide "eyes only" access to documents, preventing them from being downloaded, printed, or captured via "screen-grabbers." In addition, each and every document displayed on screen can be visibly watermarked to ensure traceability.

The IntraLinks core platform appears to be well architected, scalable and extensible, with between 30,000 and 40,000 users on the platform every day. IntraLinks is a Java based architecture, utilizing horizontally scaling Apache Tomcat application servers running on Sun Hardware.

IntraLinks compares well to other enterprise collaboration solutions in terms of general solution maturity, reach and range, and vendor strategy, but its out-of-the-box synchronous (realtime) and asynchronous collaboration features are, in Ovum's opinion, somewhat lacking.

To be fair, IntraLinks is not trying to compete directly with Microsoft or IBM, and the functionality not offered by this vendor will almost certainly be available from existing enterprise IT investments. Although IntraLinks Exchanges includes document viewing capabilities, it does not offer any document authoring capabilities. The product offers native document management functionality and can integrate with third-party document management solutions.

Access to the IntraLinks platform is primarily achieved through the use of a web browser, with plug-ins being used to extend the functionality of this access model. In terms of supporting mobility, IntraLinks recognizes the importance of BlackBerry and Apple iPhone and iPad devices.

IntraLinks as a company has been active in the market for over a decade. However, the offering does not yet support electronic signatures; this is a significant omission in Ovum's opinion, as such functionality is clearly important across a range of business processes.



Although IntraLinks offers good support for users of Microsoft SharePoint, there is no out-of-the-box integration with IBM Lotus Notes and Domino.

SOLUTION ANALYSIS

IntraLinks Exchanges is primarily geared towards the kind of document-centric activities that are found in all large enterprises, albeit tuned specifically to address the privacy, confidentiality, and accessibility issues of commercially sensitive documents. The IntraLinks platform offers secure, persistent workspaces for collaboration, but falls short of providing the kind of business social networking facilities that are now common across mainstream enterprise collaboration solutions. Ovum was surprised to find that IntraLinks is not integrated with any third-party video or audio conferencing solutions. One would have thought that such features would add significant value to the offering, especially where time saving is a selling point of this solution. Likewise, the absence of a digital signing feature suggests that users of IntraLinks Exchanges must fall back on more traditional methods of concluding business transactions.

Two licensing options are generally offered: a term license (SaaS, project-based), and an annual subscription. IntraLinks typically sets a minimum fee for single projects. Annual subscriptions are typically based on a combination of business value, in addition to the number of projects and users, the amount of data or storage, time (number of years), and other project- or industry-specific metrics.

PRODUCT STRATEGY

Organizations use IntraLinks for a particular range of business engagements, which include the following:

- Conducting due diligence efforts during a merger or acquisition or debt offering.
- Conducting various processes during stage III pharmaceutical clinical trials.
- Centralizing documents and managing contract execution for the chief legal officer of an organization (office of the general counsel).
- Submitting and managing regulatory filings in the utilities industry.
- Organizing and managing all transactions for an organization's corporate development initiatives.
- Securely distributing statements and other reports to investors in private equity and hedge funds.
- Enabling a board of directors to securely share, access, and collaborate on confidential documents.

Tailored, industry-specific solutions continue to be the main focus of IntraLinks. However, the company is extending the reach of its value proposition by enabling partners, system integrators, and corporate IT departments to build bespoke solutions which meet very specific business needs. IntraLinks' overarching strategy is to empower an ecosystem of solution developers in an effort to extend the IntraLinks core value proposition into industries and use cases.



MARKET OPPORTUNITY

For all of the use cases in the activities identified above, the IntraLinks solutions drive business value in the form of cost and time savings, the consumption of fewer resources (from headcount to consumables such as paper and transportation), and avoiding fines or sanctions by maintaining compliance with different regulatory requirements.

The nature of the world markets and global business is such that many more organizations are likely to require the capabilities on offer through IntraLinks Exchanges. New industries and geographies present a huge opportunity to IntraLinks, but so too does its existing customer base.

IntraLinks' SharePoint connector would appear to offer an obvious link to growth, as Ovum can see a clear need for a "SharePoint friendly," secure, open collaborative hub/workspace within the market.

IntraLinks operates globally, with offices across North America, Latin America, Europe, the Middle East, and Asia Pacific. Nearly all of IntraLinks' business (\$184.3m reported revenue for 2010) is direct, with limited partner or reseller involvement. Ovum believes that IntraLinks will have to develop a more sophisticated partner ecosystem and stronger ties with key industry vendors if it is to retain its independence.

IMPLEMENTATION

There are three classes of solutions and/or methods that IntraLinks typically replaces.

- **"The old way"** – This includes the use of messengers, business delivery services (such as FedEx for the delivery of single letters, binders, and large boxes of documents), faxing, and physical meetings. Ovum would advise organizations that are tied to this manner of doing business to shortlist IntraLinks as a viable alternative to this outdated mode of doing business.
- **On-premise solutions** – The drawbacks to these solutions (which can be home-grown solutions/processes or packaged offerings) include the need to use IT resources to manage, support, maintain, and upgrade them, as well as requiring the licensing of software and the purchasing of hardware. Ovum would have few qualms in advising organizations with legacy systems to explore IntraLinks Exchanges as a potential replacement.
- **"Comparable" solutions** – These include "virtual data room" (VDR) solutions, life sciences-specific solutions, and horizontal offerings. Ovum believes that none of these tools or systems is really comparable with IntraLinks Exchanges on a feature-by-feature basis, and so we would advise organizations to consider IntraLinks Exchanges alongside any evaluation of the solutions listed above.

DEPLOYMENT EXAMPLE

A leading supplier of energy products and services

A leading supplier of energy products and services to wholesale and retail electric and natural gas customers, this company was seeking to improve its change control and bid management processes which had been dependent on sharing large construction documents between its internal engineering team and over 20 external engineering firms. This company turned to IntraLinks to empower external engineering firms with the ability to submit bids and related documents for their energy projects.



Having the bids and documents submitted in a standardized and organized way decreased the time the company had to spend reviewing and analyzing these submissions. In addition, the organization's staff was able to securely post documents through IntraLinks Exchanges so that they could be shared with the various engineering firms, improving outbound communications.

As a result of using IntraLinks Exchanges, the company has reportedly improved its communication efficiency twice over and has expanded its use of IntraLinks Exchanges to 30 projects, 161 internal and 355 external users, and approximately 60GB of content.

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