



Microsoft Airsync Overview

Airsync

Airsync is a product feature of Microsoft Exchange 2003. Airsync is bundled as a standard feature of Exchange 2003 and allows users with Windows Mobile handhelds to access their Email, Calendar, and Contact information. This access is provided out-of-the-box and uses a similar security model to Outlook Web Access.

Benefits of GoodLink vs. Airsync

GoodLink is an Enterprise-class system that acts as a complementary solution to Airsync, providing incremental functionality that enterprise customers demand. GoodLink provides the following incremental benefits to Airsync:

- **24x7 Enterprise-class service.** Customers who purchase GoodLink know that Good is always available to help solve business problems and manage the complicated relationships between carriers, systems providers, and handheld manufacturers.
- **Efficient push technology.** GoodLink uses “push” delivery of emails. Airsync provides a “scheduled pull” of emails, which results in increased battery drain. Airsync’s synchronization process also requires the comparison of entire databases, which consumes a large amount of bandwidth.
- **Platform independence.** GoodLink provides corporate data access to users who are running Exchange 5.5, Exchange 2000, and Exchange 2003. Airsync provides support only for users who have upgraded to Exchange 2003.
- **Device-agnostic support.** GoodLink currently supports handhelds running Pocket PC, Palm OS, G100, and RIM, and plans to introduce new platforms in the future. Airsync supports only handhelds running Windows Mobile 2002 or 2003.
- **Enterprise-class security model.** Good provides the following security features (that currently are not supported by Airsync):
 - No hole in the firewall for communications with handhelds
 - Comprehensive password policy control to administrators
 - Capability to remotely erase sensitive information on a lost handheld
 - Advanced Encryption Standard (AES) for end-to-end encryption to protect data
- **Access to a broad range of Exchange information.** GoodLink provides access to a broad range of information within Exchange, including Email, Calendar, Contacts, Notes, Tasks, Public Contacts Folders and Global Address List. In addition, Good provides seamless integration with the phone, offering ‘single touch’ dialing support for any number in any text in GoodLink. Airsync provides access to Email, Calendar, and Contacts.
- **Access to corporate data applications.** Through the GoodLink Forms product, Good provides access to non-Exchange corporate data such as intranets, CRM, EIS, and ERP systems. Airsync does not provide access to corporate non-Exchange information that is locked behind a firewall.