

BAYDIN: EMAIL & COLLABORATION PRODUCTIVITY ENHANCER

Analyst: Jason Bloomberg

Baydin (www.baydin.com) targets the information overload problem so prevalent in organizations today by helping individuals manage the information in their email inboxes and on their corporate portals. By leveraging Microsoft's Windows Desktop Search API, built into Vista and Windows 7 and available for download for Windows XP, Baydin is able to take advantage of search indexing in real time. This patent-pending approach to information retrieval doesn't require idle cycles the way that Google Desktop and similar products do, and it's not restricted entirely to the desktop.





Baydin currently offers two products that leverage this technology. The first product, Boomerang, makes it easier to remember to follow up on email messages by moving messages out of the inbox until it is time to follow up and then returning them to the inbox at a scheduled time. Boomerang is currently a Microsoft Outlook plug-in, but Baydin plans to roll out support for other email clients.

The second product, Unsearch, uses the full text of the user's email history to automatically discover documents from previous emails and shared documents on a SharePoint portal or other collaboration server. Unsearch requires a Windows-based client, as it leverages Windows Outlook APIs.

The ZapThink Take

Baydin's business model depends upon solving productivity problems within the Microsoft environment, which has its pros and cons. On the pro side, there is an enormous addressable market of Windows users, but on the con side, partnering with Microsoft can be a challenge. If Microsoft likes what a partner is doing and thinks they can do better themselves, then they'll simply incorporate the partner's functionality into their software and put the partner out of business. Therefore, for Baydin to work with Microsoft and survive, they will need to offer capabilities that Microsoft isn't interested in developing internally.

That's why it's so important for Baydin to branch out from Microsoft-only offerings, which they are doing now with the Gmail version of Boomerang. The key to Baydin's success will be to make their value proposition incumbent-vendor neutral, while at the same time providing clear productivity benefits to Microsoft customers. That route will help them establish a partnership with Microsoft that will eventually lead to a positive exit for the company.

Baydin: Startup Potential (1 – 5 light bulbs)	
<p>Game-Changing Potential </p> <p>Baydin's business model is limited to the productivity utility space.</p>	<p>Partner & Exit Potential </p> <p>Solving productivity problems for Outlook and SharePoint users will attract interest from Microsoft.</p>
<p>CIO Appeal </p> <p>Improved productivity translates into cost savings across an enterprise, but Baydin's status as a utility will limit its appeal to IT executives.</p>	<p>Reality Check </p> <p>Given an appropriate price point, Baydin addresses an annoying set of problems that users and their employers will pay to solve.</p>