Just Because…

- Chat / Instant Messaging Application
  - Multiple conversations
  - Convenient (Away, Mobile Page, Etc.)
  - Enhance collaboration efforts
  - Simple – no cost, passive, anonymous
  - Worldwide service
  - Another way to get in touch
    - Busy phone line? I’ll just check to see if she is online!
Just Because…

Chat / Instant Messaging Application

- Instant Messaging is very popular today
  - Roughly 200 million registered users
- 2 Trillion messages per year by 2004
- Businesses rely on it for quick and reliable communications.
- Very inexpensive way to communicate

Just Because…

- Instant Messaging Saves Time, Money
  - Cheaper than voice mail
  - Cheaper than postage
  - Cheaper than phone calls
  - Check availability/status of contacts
Just Because…

- Gartner Group Research
  - Reduce Voicemail by 50%
  - Reduce Email by 40%
  - Reduce Phone Bill 30%
Just Because…

Phone Bill Savings
Dollars / Month

E-mail Reduction
Messages / Month

Voicemail Reduction
Minutes / Month

w/o IM  with IM

w/o IM  with IM

w/o IM  with IM
Just Because...

Why another messaging application?
- None default to strong encryption
- None are truly cross platform
- Extending capabilities is mostly limited to the original software architects
- No encryption for both files and conversations
**Just Because…**

- **Current IM Shortcomings – What we Fix**
  - **Strong Encryption as a basis**
    - Public Key Infrastructure
  - **Extensible, easily add modules**
    - Games, Voice, Video, Multimedia, etc...
  - **Cross Platform – Java**
    - Applet or Native Application
Just Because…

Why is encryption so important?

- Sensitive data is often exchanged
  - Accounts, Passwords, Credit Cards, Files, etc.
- Some ISP’s monitor traffic, log info
- Why allow an arbitrary person to view your personal conversations?
- Security is often a second thought
  - Do you know what is stored in a file written a year ago? Five years ago? Ten years ago?
Just Because…

Potential Customers - Businesses

- Saves costs
  - Fewer phone calls, voice mails, postage

- Increased collaboration
  - Group meetings not limited to immediate office location

- Lowers support costs
  - Fewer help desk support staff

- More personal customer service
  - Possible for each customer service representative to serve multiple customers simultaneously
Just Because...

Potential Customers – Individuals

- Students
  - Inexpensive way to call home on your schedule

- Family
  - More than two party conversations
  - Broadcast chat sessions

- Friends
  - Keep in touch around the world
Just Because…

Potential Customers

EVERYONE!!!