

StrongMail® Email Integration Server

Seamless email integration with existing business applications



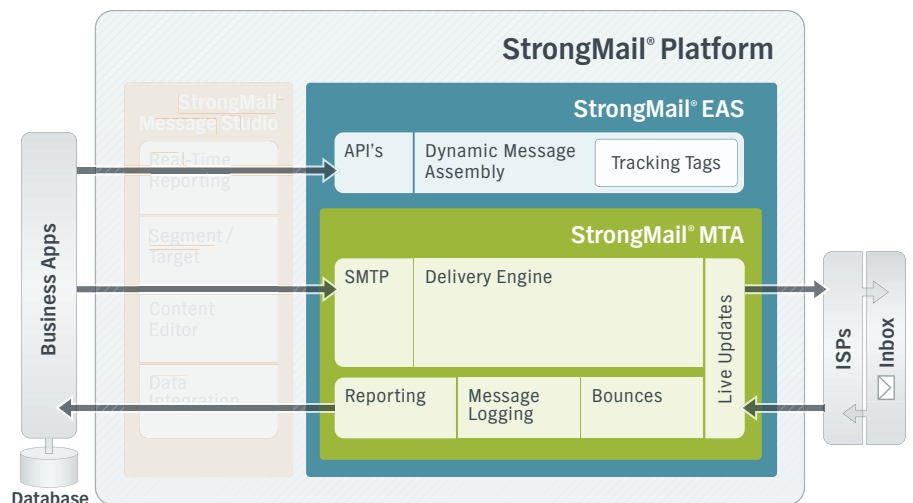
“Delivering highly personalized and targeted messages that are both expected and valued by our guests is a top priority for IHG. In addition to providing us with real-time access to response data, StrongMail’s platform offers us more integration capabilities to segment our lists based on individual customer preferences, behaviors and events.”

Lincoln Barrett
Vice President of Guest Marketing
IHG (InterContinental Hotels Group)

StrongMail Email Integration Server unites StrongMail’s state-of-the-art MTA software with powerful integration technology that enables dynamic message assembly, delivery, reporting and tracking – all within a single “rack-ready” server appliance. The high-performance appliance combines specially configured and pre-tuned hardware with StrongMail’s industry leading Email Application Server (EAS) software. Designed to simplify email deployment and streamline email operations, StrongMail Email Integration Server enables you to fix, enhance and extend your use of the channel.

Patented Technology

StrongMail’s patented AMP Technology™ (Asynchronous Memory-based Processing) uses advanced asynchronous memory-based queuing for increased throughput, intelligent delivery and real-time optimization and reporting. Plus, StrongMail’s asynchronous, component-based architecture can be deployed across multiple servers for high scalability, redundancy, application flexibility and security-policy compliance.





"StrongMail enabled us to tightly integrate all of our systems, increase deliverability and gain access to key tracking data that we needed to optimize our programs."

Andrew Hossom
Vice President of Marketing
FOX Sports Interactive

Highly scaleable and flexible to keep pace with your changing business needs as well as the marketplace demands, StrongMail Email Integration Server is ideal for enterprises and service providers that require effective email communication to achieve business results. Need to send financial statements to one million bank customers? StrongMail can do it. Want to create one-to-one email marketing campaigns to generate online sales? No problem. Have to power-up your CRM system to improve email sending performance? Check. With StrongMail, you can have it all.

StrongMail Email Integration Server enables you to:

Boost performance with an integrated, high-performance delivery engine that can scale to deliver millions of messages per hour.

Improve deliverability with virtual routing that helps improve your sender reputation and domain controls that enable you to comply with ever-changing ISP and corporate anti-spam specifications.

Get 100% visibility into all aspects of the delivery process with real-time reporting and tracking that enables you to analyze results quickly and accurately.

Maximize control with a Services Oriented Architecture and Web services APIs that enable you to quickly and seamlessly integrate StrongMail with existing technology assets.

Key features & benefits include:

- > Dynamic message assembly
- > Open connectivity and integration
- > High-performance delivery
- > In-depth reporting
- > Multi-server management

Integration – take advantage of a Services Oriented Architecture (SOA) including APIs that enable seamless integration with point solutions or with vertically integrated enterprise applications.

SOA makes StrongMail universally accessible to any application, data or system; thus the platform acts as a service on your network for creating, delivering and tracking email. Integration is made easy with:

- > Web services for SOAP/XML integration
- > SMTP/ESMTP for drop-in integration with any SMTP-enabled system

Dynamic Message Assembly – create one-to-one email messages as sophisticated as your website without sacrificing performance. Assemble millions of highly dynamic messages per hour using data from existing business applications, such as your website, financial system or content management system. Additional features include:

- > Advanced personalization and mail merge
- > XML/XSL dynamic content engine
- > Personalized tracking links
- > Attachment encoding

Delivery – dramatically increase email delivery rates by creating ‘classes of service’ with virtual routing. This ensures delivery of business-critical transaction emails by separating them from marketing email, which is more susceptible to being blocked by ISPs and corporate spam-filters. You can also take advantage of:

- > Domain/MX throttling
- > Accreditation and reputation support
- > Authentication standards such as Sender ID, DomainKeys and DKIM

Live Updates – keep pace with ever-changing ISP and corporate anti-spam delivery parameters—such as bounce filter definitions and recommended domain/MX throttle configurations—with StrongMail’s automatic update functionality.

Live Updates keep you up-to-date with the latest email delivery best practices, standards and compliance methods; and protect your StrongMail installation from emerging challenges.

Tracking – record all aspects of your email correspondence—from initial delivery status, to archiving, to user response (e.g. opens/clicks), to bounced messages—with these key tracking capabilities:

- > Smart bounce filtering
- > Individual link tracking to capture opens, clicks, and unsubscribes; links can also be encoded to ensure spam filter compliance
- > Outbound and inbound message tracking

Reporting – attain 100% visibility into all aspects of the delivery process with real-time reporting. Analyze results on a per-customer, per-mailing, domain, and system basis. Keep your databases clean and updated—eliminating bad addresses, processing unsubscribes, and reporting on undelivered messages—with StrongMail’s smart bounce management capabilities.

Administration – monitor server and network performance in real-time and quickly diagnose issues using StrongMail’s wide array of system management tools. Enjoy streamlined administration with:

- > Web browser-based interface for configuration, reporting and management
- > Comprehensive Command Line Interface (CLI)
- > Real-time XML administration/monitoring port
- > SNMP interface for easy status monitoring

Multi-server Management – achieve optimal sending performance, redundancy and security policy compliance by leveraging StrongMail’s intelligent multi-server management capabilities, including IQMP (Intelligent Queue Management Protocol) for bi-directional communications between clustered servers. Additional clustering highlights include:

- > Adaptive, email-optimized load balancing
- > Centralized, real-time reporting/statistics
- > Global management





About StrongMail Systems, Inc.

StrongMail enables marketers to forge meaningful, profitable and long-lasting connections with their customers through email marketing and social media.

Offering a comprehensive suite of technology and services, StrongMail takes a fundamentally different approach to traditional email service providers that offers many unique advantages to brands. StrongMail's dedicated solutions offer the lowest total cost of ownership of any enterprise email marketing solution and easily integrate with customer data sources to help marketers improve the performance of their email marketing campaigns.

StrongMail's email and social CRM agency provides industry-leading strategic and creative services to help marketers listen, learn, engage and influence best customers.

It's these differences that have led Fortune 2000 brands to switch to StrongMail.

To learn more about StrongMail, please visit www.strongmail.com.

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Availability

StrongMail Email Integration Server is a rack-ready appliance designed to deliver exceptional levels of performance, availability and manageability. Just connect the power and network cables and the appliance is ready to begin operation.

StrongMail EAS software is also available for download, upon request.



StrongMail Appliance Specifications*

Chassis/Processor	Form Factor: 1U rack mounted chassis CPU: Two Quad-core Intel® Xeon™ 5000 series processors Memory: 24GB Power: Two redundant hot-swap power supplies
Storage	RAID: Raid 1+0 configuration Drives: Six 146GB, hot-plug, SAS, 15K RPM
Connectivity	Ethernet: Four RJ-45 (for integrated 1-Gigabit NICs) Video: 15-pin VGA Serial: 9-pin, DTE, 16550-compatible
Interfaces/Configuration	Web Interface: Accessible via HTTP or HTTPS; Configuration Wizard Command Line Interface: Accessible via SSH; Configuration Wizard File Transfer: SCP, FTP or SFTP Configuration Files: Standardized, text-based configuration files
Monitoring & Management	Mail Monitoring: Real-time XML Monitoring Port System Monitoring: SNMP v1, v2c, c3 Planned Outage: Suspend/Resume Deliveries
Mail Operations	Mail Protocols: SMTP, ESMTP, Web Services DNS: Internal resolver/cache; Can resolve using local or Internet DNS servers

*These are standard specifications that may vary with different implementation requirements.

