

StrongMail® Transactional Email Solution Bundle

The StrongMail Transactional Email Solution Bundle is a comprehensive turnkey package that brings together all the hardware, software and services that are required to take full advantage of event-driven email.

The technology and services offered with the StrongMail Transactional Email Solution Bundle fall into the following three categories:

StrongMail Technology

✓ Transactional Email Servers

The StrongMail Transactional Email Server combines proven transactional capabilities with powerful integration and MTA software to offer dynamic message assembly, delivery, reporting and tracking within a single “rack-ready” server. Extremely flexible, the high performance appliance easily integrates with multiple enterprise systems.

✓ Live Updates

StrongMail’s automatic update functionality keeps you current with the latest ISP throttling limits, bounce codes and other rules for maintaining maximum efficiency and deliverability. Featuring up-to-date email delivery best practices, standards and compliance methods, Live Updates protects your StrongMail installation from any emerging challenges.

StrongMail Implementation Services

✓ Integration Services

To integrate StrongMail with your back-end systems and data sources, this bundle includes 40 hours of Integration Services that can be applied as needed (e.g. custom coding, technical training, architectural design, etc.). Each project is unique and the level of integration services required will depend on the skills and capabilities within your organization. Additional services can be purchased at our standard daily rate.

✓ StrongStart

StrongStart is designed to get you up and running and realizing the benefits of the StrongMail platform in just five days. This implementation-focused engagement includes installation, configuration support and education – plus a workshop to help you begin addressing your short- and long-term email requirements.

StrongMail Support Services

✓ Maintenance and Support

StrongMail’s Platinum Support offers expert services and support to enable you to easily maintain your outbound email systems. Our premium support package includes:

- > Phone and Email Support 24/7
- > One-hour Response Time for Priority One Calls
- > Major and Minor Release Updates
- > On-site Appliance Service

Solution Bundle Components

Transactional Email Servers

- ❖ 2 Rack-Ready Transactional Email Server Appliances (one primary, one backup)

Live Updates

- ❖ 12-Month Subscription to StrongMail Live Updates

StrongStart

- ❖ StrongStart Implementation and Setup Services

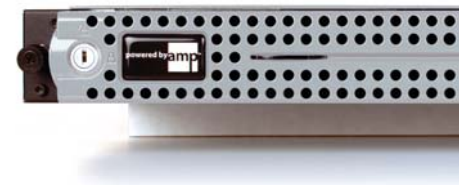
Integration Services

- ❖ 40 Hours of Integration and Template Creation Services

Maintenance and Support

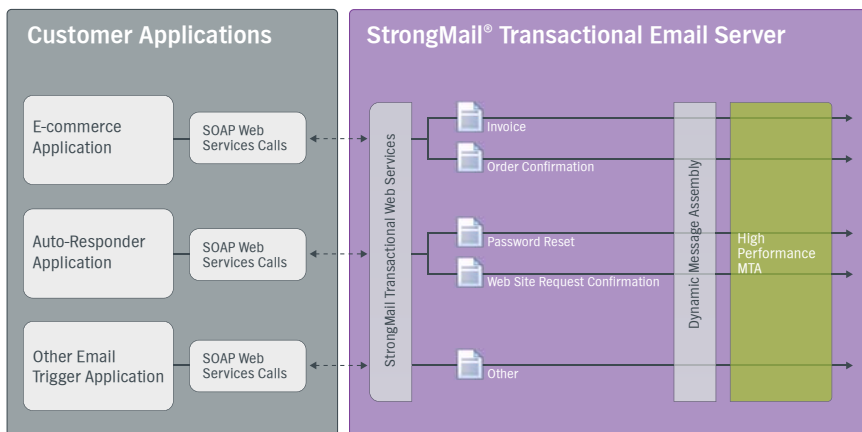
- ❖ 12 Months of Maintenance and Support

“The average online retailer could generate \$500,000 annually by improving the delivery and cross-selling abilities of transactional email.” – Jupiter Research, May 2005



StrongMail's Multi-tier Architecture

The StrongMail Transactional Email Server employs a multi-tier architecture that enables the business user to manage transactional mailing details and templates without ongoing IT involvement. The following diagram illustrates how StrongMail integrates with customer applications to dynamically create and send transactional email.



About StrongMail Services

StrongMail's personalized consulting services can help you unlock the full potential of email. StrongMail begins by partnering with you to understand your unique business and IT requirements. Our experienced professionals will then leverage their technical expertise and industry knowledge to design and implement an effective solution that addresses your email objectives. Our deliverability experts are also available to work with you to create successful email programs and maximize deliverability.

Availability

Please contact a StrongMail sales representative for more information on how our unique combination of product and services can help you transform your transactional email into a reliable, scalable tool for driving revenue and brand awareness.

Transactional Email 101

CAN-SPAM Considerations

The CAN-SPAM Act allows companies to insert marketing messages into transactional messages when they conform to a couple of simple and straightforward criteria. For details, read StrongMail's transactional email white paper, available on www.strongmail.com.

Examples

- Order Confirmations
- Purchase Receipts
- Shipment Notifications
- Web site Registrations
- Password Changes
- Warranty Information
- Account Balances

ROI Opportunities

- Relevant Cross- and Up-sell Offers
- Enhanced Branding
- Personalized Information
- High Deliverability and Open Rates
- Access to In-market Customers



About StrongMail Systems, Inc.

StrongMail Systems provides businesses with commercial-grade, on-premise solutions for marketing and transactional email.

StrongMail integrates its proven email delivery, tracking and campaign management software on high-performance servers that are optimized for maximum deliverability. In addition to providing superior control, security and integration capabilities, StrongMail's in-house approach offers companies a more powerful and cost-effective alternative to homegrown or hosted solutions.

Hundreds of companies worldwide rely on StrongMail's solutions to power their mission-critical customer communications. A Silicon Valley company, StrongMail is headquartered in Redwood City, CA, and is funded by Sequoia Capital, Evercore Partners, Globespan Capital Partners and DAG Ventures.

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

Contact StrongMail Systems today.

800-971-0380
info@strongmail.com

StrongMail Systems, Inc.
1300 Island Drive, Suite 200
Redwood City, CA 94065
P 650-421-4200
F 650-421-4201

www.strongmail.com

SM-V21007
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