

StrongMail® Email Integration Server

Seamless email integration with existing business applications



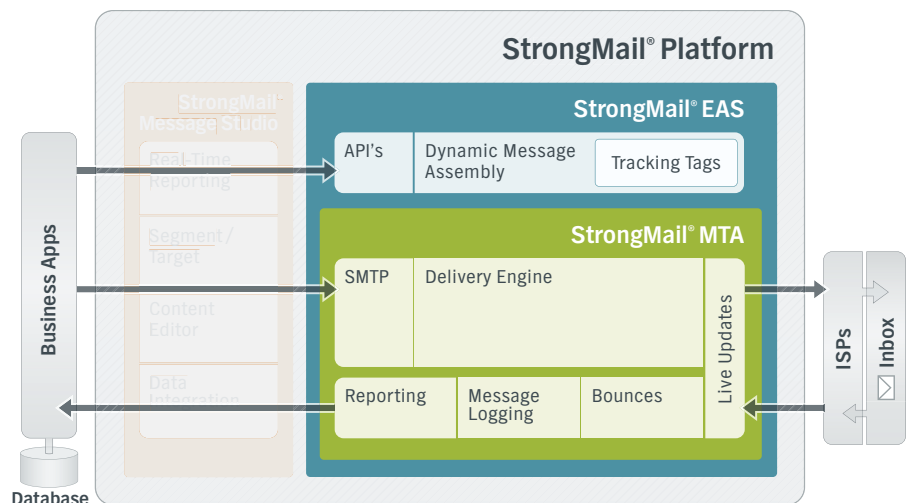
"We sell a tremendous number of tickets every day on behalf of our clients. Every transaction and every consumer interaction must be handled efficiently and effectively... The performance, reliability, and economic benefits of Linux, Red Hat, and StrongMail combined with their respective communities of supporting talent, present the best technology solution for our e-mail marketing product."

Sean Moriarty, Chief Operating Officer
Ticketmaster

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.

Patent-Pending Technology

StrongMail's patent-pending 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 has been a natural extension to our current systems, giving us the ability to extend our reach beyond its previous delivery limits, while remaining compliant with best practices of delivery standards today and into the future."

David Weinrot
VP of Direct Marketing and Promotions
Shopzilla

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, highly scaleable delivery engine that reliably sends up to one million emails per hour, per server.

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 over one million 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 and Domain Keys

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 for years to come.

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



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.



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.

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Appliance Specifications

Chassis/Processor	Form Factor: 1U rack mounted chassis Dimensions: 1.7" (h) x 19" (w) x 30" (d) CPU: Two Dual-core Intel® Xeon™ processors Power: Two power supplies
Storage	RAID: Raid 1 configuration Drives: Two 146GB, hot-plug, SAS, 15K RPM
Connectivity	Ethernet: Two 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

