

eGenix Newsletter Service

Why Newsletters ?

- » **Quickly inform investors and customers**
Ad-hoc messages
Press releases
- » **Enhance customer relationship**
Give customers a look inside the company
Instant customer access to new offerings
Website traffic acquisition
- » **Push information to your customers**
Information is just one click away

Media

- » **Email**
Plain text
HTML
Full MIME support, incl. attachments
- » **SMS**
160 character SMS
International termination

Key Advantages

- » **Fast delivery**
Email: >2000 recipients/min.
SMS: >2000 recipients/min.
- » **Easy subscriber management**
Manage thousands of subscribers
Moderation for enhanced security
Automatic removal of bouncing addresses
- both for emails and SMS
Web-based management using HTTPS
Bulk subscribe/unsubscribe
- » **No limits**
Unlimited number of newsletter lists
Unlimited number of subscribers per list
No per-newsletter charges
No email traffic charges

Executive Summary

eGenix Newsletter Service

- » SMS + Email Newsletters
 - » Fast Delivery
 - » Seamless Website Integration
 - » Dedicated Hardware
 - » Highly Reliable
 - » Automatic Fail-over
 - » Low SMS Costs
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- » **Very competitive SMS traffic charges**
Premium quality SMS delivery
Direct SMS-C connection
 - » **Very reliable service**
Two dedicated servers per service
- in two independent data centers
Direct highspeed Internet connection
Automatic fail-over setup
Automatic replication
Pro-active administration & monitoring
Service Level Agreement (SLA)
Guaranteed response times
Daily backups
 - » **Reports**
Automatic delivery report generation
Domain reports
 - » **Custom integration services**
Integration with customer website
Integration with customer content delivery

About eGenix

eGenix is one of the leading providers of Python-based development tools, products and services.

Our newsletter service has been in production since June 2003, serving e.g. the press-releases and ad-hoc news of a Fortune Global 100 company.

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