

# CONSUMER PRODUCTS

## Solutions Snapshot

### INNOVATION AND FLEXIBILITY

Of all the elements of an IT infrastructure, messaging requires the most flexibility. This is especially true for a company that wants to extend its innovation in manufacturing consumer products to its dealings with customers. When a German company chose to develop a new program as a way to improve customer service, they realized that this innovation depended on a flexible messaging infrastructure. With Sendmail's help, they were able to develop a strategy that realizes a long-term Return-on-Investment (ROI) and allows for short-term technology decisions that don't require a complete overhaul of the infrastructure's backbone.

Since the business cycles of retail-oriented companies tend to be relatively short, implementing a long-term application strategy should allow for simple, cost-effective, short-term modifications that can be executed simply as unforeseen opportunities and challenges arise. But just as much as the overall strategy requires agility and flexibility, so do the smaller, individual components of the strategy. An inflexible infrastructure that can't adapt to a company's—of any type—changing needs will only end up increasing costs and creating unnecessary architectural layers. The ideal application strategy for a consumer/retail-oriented company would take both of these flexibilities into account.



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## VIRTUALIZATION

Sendmail helped the German company when they wanted to deploy a new program that involved equipping consumer appliances with the ability to directly email status reports to the company via the customer's internet connection. Since they didn't have any idea about the volume of messages, the company chose to use the Sentrion MPV, a virtual, VMware-based version of Sendmail's Sentrion Message Processor. By using the MPV, the company can run it on a physical server not entirely dedicated to the message processor. As the program develops, the company can choose to devote more of the server's space to the appliance, add a new instance of the appliance to the server, or purchase a hard appliance dedicated to the program. For many of the same reasons, the company has also used the MPV as part of its internal email network.

## ABOUT SENDMAIL

Sendmail provides appliance-based products, applications and services that enable enterprises and government agencies to modernize their messaging infrastructures. Since 1982, thousands of commercial and open source customers around the globe have relied on Sendmail for a unified approach to the complex problems of policy-based message handling and routing. The company's comprehensive suite of applications addresses the challenges of gateway management, inbound threat protection, data leak prevention, email authentication and intra-company message management. These applications run on Sendmail's family of Sentrion® Message Processors, which are available in hard appliance, virtual appliance and blade server configurations. Sendmail is headquartered in Emeryville, CA with sales and support offices throughout the Americas, Europe, and Asia.

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