

# SENTRION™

## Outbound Mail Accelerator

### INTRODUCTION

Given today's difficult economic climate, businesses are under pressure to raise the return on their marketing investments. Firms are moving away from traditional print and TV advertising to web and email-based marketing. At the same time, many businesses are using email as the primary method of customer communications for things such as billing, statement delivery and other transactional oriented notifications. As this trend continues, businesses need to ensure that these systems are efficient and reliable and do not interrupt the flow and deliverability of standard mission critical business email. From a support, manageability and cost perspective, it is also important that these systems operate as part of the standard enterprise messaging infrastructure and not as separate "add-on" point products. Eliminating complexity is the single most effective way to minimize costs and increase control over the email delivery infrastructure.

### SENTRION OUTBOUND MAIL ACCELERATOR

The Sentrion™ Outbound Mail Accelerator is an optional application that runs on the Sentrion Message MP (Message Processor) family of appliances. It is a mail transfer agent (MTA) that works in conjunction with the sendmail MTA on the Sentrion appliance to significantly accelerate the sending of outbound email for high volume email applications.

Because the application runs on the Sentrion MP family of appliances, it leverages a common messaging platform for service oriented architectures that may be deployed on traditional 1U and 2U hard appliances, as a virtual appliance on top of VMware™ or as a 10U height, custom-configured blade server for unmatched scalability and performance.

### Key Features

- Segregation, prioritization, and rate throttling according to destination domain
- DomainKeys Identified Mail (DKIM) digital message signing
- SMTP message injection using Sentrion Outbound Mail Accelerator API
- Prioritize message delivery according to IP address
- API for reporting message status in real-time

## BENEFITS

### High message throughput

The Sentrion Outbound Mail Accelerator has a multi-threaded architecture that scales to millions of messages per hour per appliance with a small data center footprint. It is deployed as part of a complete high volume outbound mail system architecture composed of a primary, a fallback, and an inbound server and an optional injector server used to concentrate messages from diverse composing applications.

This architecture ensures that messages which have deliverability problems do not interfere with the deliverability of other messages while ensuring integrity through message queuing in the event of a server failure.

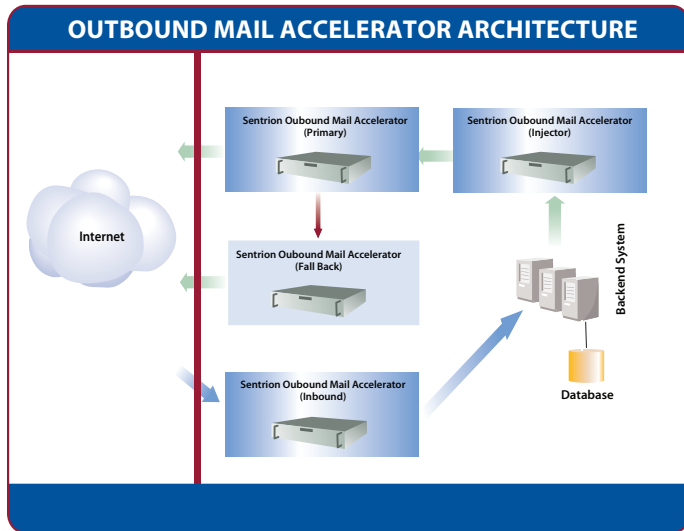


FIGURE 1. Sentrion Outbound Mail Accelerator Architecture

### Increased deliverability

The Sentrion Outbound Mail Accelerator provides fine-grained control of message rates, connection rates and originating IP addresses by recipient domain to ensure that negotiated service levels with recipient domains are respected and the systems are not rate-throttled by receivers.

### Common platform for both outbound and inbound messaging

Because the Sentrion Outbound Mail Accelerator is an add-on application to the Sentrion, the same message processing platform is used for both the high volume outbound email and the regular corporate email gateway. This reduces staffing, training, and support costs and greatly reduces complexity.

### Lower operating expenses

Because there are no per-message charges with using the Sentrion Outbound Mail Accelerator on the Sentrion appliance, operating expenses can be greatly reduced.

### VMware ready for virtual deployments

Virtualization of the data center is a key way of lowering capital and operating expenses while providing enhanced reliability and scalability. The Sentrion Outbound Mail Accelerator is the only high performance mail transfer agent available as a virtual appliance.

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