

Sentrion Critical Customer Communications Enterprise Application Suite

Overview

Delivery of critical, time-sensitive communications to customers, investors, prospects and partners requires a new generation of messaging solutions.

Financial analyst research information, account alerts, transaction notifications, trade information and countless other communications are considered business-critical for organizations to maintain customer loyalty, drive new revenue, establish competitive differentiation and more. To achieve this level of customer communications, organizations require a solution that optimally balances performance and delivery, ensuring the critical communications not only arrive in the recipient's inbox, but does so as quickly and efficiently as possible.

There are hundreds of solutions in the market today that offer effective tools aimed at either maximizing throughput, or increasing delivery rates. However, none offer best-in-class solutions to address both.

Sentrion Critical Customer Communications Enterprise Application Suite

The Sentrion Critical Customer Communications Enterprise (C3E) Application Suite is a suite of applications built on the Sentrion Message Processing Platform to manage the end-to-end solution requirements for business critical messaging. The Sentrion C3E suite provides organizations the time, information and resources to more effectively communicate to high-value recipients by automating the message delivery process and providing valuable delivery and readership information back to its users. The suite of applications is specifically designed to improve delivery rates, increase performance throughput, improve reporting and tracking at every level, and to integrate with existing enterprise applications.

Key Benefits

Protect Your Brand Reputation

Unlike hosted service providers where your reputation as a sender is affected by other organizations on the same shared infrastructure, the Sentrion C3E ensures that you maintain full control over your sending reputation. Further, through its use of intelligent throttling and strict adherence to sending best practices, the Sentrion C3E both safeguards and even improves your sending reputation for ISPs and recipient domains.

Reduce Time and Cost of Blacklist Resolution

Getting one of your IP addresses off a blacklist can be a very time-consuming and often costly task for your administrators to resolve. Beyond the resource costs, the timeliness and delivery of your communications is greatly affected during this period. The best defense against such an occurrence is to avoid it altogether. The Sentrion C3E provides adaptive delivery technologies to both intelligently throttle delivery to each recipient domain, as well as control and monitor all the outbound IPs.

Optimize Delivery Performance

Sentrion C3E provides maximum efficiency in both the submission and delivery process to greatly reduce the total time from message creation to final delivery to the recipient inbox. Applications can leverage the standard API to submit a simple or complex email template and list of recipients, and the system will do the rest. Beyond the job submission process, the advanced technologies of the Sentrion C3E Core ensure messages are delivered to their destination as quickly as possible.

Improve Deliverability

Performance alone doesn't yield success; messages must arrive in the recipient's inbox to qualify as an effective solution. In addition to the techniques to safeguard your sending IP reputation, and adherence to several best practices, Sentrion C3E provides multiple methods to monitor, track and report your delivery rates for continuous improvement.

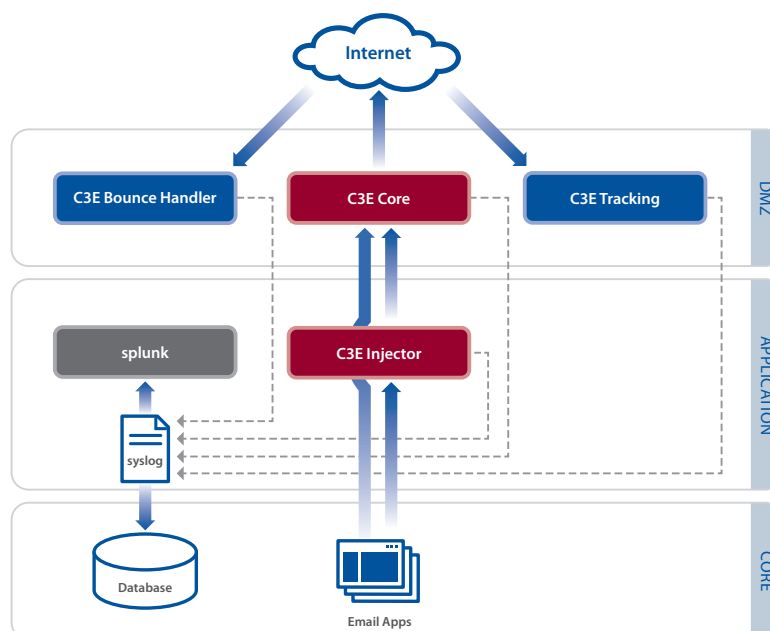
Enhance Quality of Distribution Lists with Zero Intervention

List management is considered to be one of the most tedious exercises when it comes to high value communications. With legacy solutions, maintaining the quality of these lists either required users to manually update each entry in their CRM system, or at best, required users to bulk update the backend database based on a CSV output. Sentrion C3E provides an easy-to-use connector to your database system such that bounces can be communicated in real-time back to the originating application, and distribution lists can automatically be modified without any user intervention. This not only saves valuable time, but continuously improves the quality of your data and communications over time.

Proven Enterprise-Class Platform

Sentrion C3E is built on top of the Enterprise-Grade Sentrion Message Processing Platform, already deployed in most large enterprises globally. The Sentrion C3E suite leverages all the existing Sentrion functionality, including system administration, policy management and more. For existing Sentrion Message Processor users, the Sentrion C3E suite is a simple add-on to their existing message processing infrastructure.

Sentrion C3E Component and Architectural Overview



Sentriion C3E Injector

C3E Injector provides a standard API for users and applications to easily submit, and manage jobs.

- Set and control the priority of jobs. New, urgent jobs can easily be prioritized above items already in the queue
- Full control to start, stop and pause jobs at any point in the process
- Standard XML API for applications to programmatically submit jobs
- Complex template support, including personalization tokens and macro-replacements

Sentriion C3E Core

The Sentriion C3E Core is a high-performance MTA employing multiple adaptive delivery techniques to optimize both throughput and deliverability without risk to your sending reputation.

- Dynamically build throttling profiles for each domain you send messages to. Intelligently calculates optimal delivery limits in real-time, with continuous monitoring and auto-tuning
- Adaptive delivery techniques based on these domain throttling profiles, as well as real-time delivery status detection
- Per-domain throttling rules to support any pre-negotiated connection rules with partner domains
- Delivery expiration to automatically delete any queued message if not delivered by a specific time period (for time-sensitive jobs)
- DKIM sign all outbound messages for improved deliverability and anti-spoof protection

Sentriion C3E Bounce Handler

Intelligently classify synchronous and asynchronous bounces to both accurately report on delivery rates, and bounces by classification, as well as auto-tune distribution lists to improve future submissions.

- Intelligent identification and classification of bounce messages
- Accurate, detailed reporting of bounces for improved delivery
- Database connector for inline, automatic updates to distribution lists

Sentriion C3E Tracking

Track recipient activity when users open messages and when they click on links embedded in the message content. Build valuable analytics and intelligence on how soon after and how often users read the message content, as well as what content most appeals to your audience through link tracking support.

- Track user 'opens' of each message, as well as 'clicks' to embedded URLs
- Review reports that track opens by job, by recipient, by time of day, or any other arbitrary variable
- Track click rates to gain valuable marketing information for what your audience is most interested in

Premium Reporting, Powered by Splunk

Beyond individual job tracking, customers have the ability to construct custom searches, reports and dashboards.

- Measure cadence of your communication to select recipients and domains
- Integrate personalization data to build powerful demographic profiles that leverage actual viewing and click-track intelligence

Sentriion Administration and Management

Leverage the enterprise-class Sentriion Message Processing platform. The Sentriion application platform architecture allows users to run:

- Centralized, multi-cluster management for scalable deployment architectures
- Configuration revision control and advanced audit logging
- Enterprise system monitoring and alerting via SNMP

About Sendmail

Sendmail provides message processing appliances, applications, and services that enable enterprises to modernize their messaging infrastructures resulting in optimal email systems and lowered operating costs. Since 1982, customers have relied on Sendmail open source and commercial products for intelligent email backbones that solve the complex problems of policy-based message handling and routing between email systems such as Exchange or Lotus Notes and the Internet. Sentriion Message Processors and applications address the challenges of gateway management, inbound threat protection, outbound data leak prevention, full email content scanning for regulatory compliance, and intra-company message management all on a single messaging platform.



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