



A Whitepaper on Ecomail Economy

Carizen Software (P) Ltd

No. 3, Leith Castle Street, Santhome, Chennai 600 028, INDIA

Ph:044-24958222/24958228 Fax: 044- 52185612

Email: info@carizen.com www.carizen.com

Contents

Introduction	3
Rationale	4
Advantages of Ecomail Economy	5
Features	7

Introduction

Ecomail Economy is an entry level Mailing solution that addresses the needs of small enterprises. It is a "No frill" product that consists of only the following:

- 1) Mail Server
- 2) Mailbox Services with Virus protection

For Small enterprises wishing to kickstart their Corporate Mail activity, Ecomail Economy is an ideal product. Ecomail Economy provides individual email accounts in your company's domain name (yourname@yourcompanyname.com).

There are no other software modules that are bundled with Ecomail Economy. Hence customers are not saddled with extra modules which are not required by them at the start up phase. At the same time, Mail Server features and security are not compromised and customers get a full featured Mail server product and mail services with included Anti Virus protection.

Rationale

Today, most of the Mail server products available in the market are bundled products and have host of other modules like Proxy, Fax , and Firewall included, which may not be required by companies during the initial phase. Enterprises have no option than to take the bundled product, that too at a higher price.

The second problem is that even if the companies manage to get a Mail server only product, they have to look for service providers who can host their domain name and provide mail box services to the email accounts created. There are numerous such providers in the market, but the reliability of many such service providers is always in doubt. Many of them do not have even have their own servers and have no control on service related issues.

Further, even after firming up a service provider, issues can crop up during the synchronization of the Mail Server at the local level with the Mail services at the ISP level. Many Mail server products can work only with certain type of service protocols and if the service providers do not offer a compatible protocol, then the mail uploading/downloading may not work properly leading to loss of mails or bouncing of mails.

Most of the mail service providers provide just mailbox space and for additional services like Anti Virus scanning for the mail, they charge extra.

Finally, there is an all important aspect of Support. If the product vendor and the mailbox service provider are different, then they tend to blame the other if a problem arises in mail transmission. There would be no single point interface for vendor support which may lead to a longer downtime of the system.

Ecomail Economy seeks to address all the issues mentioned above and offers an Integrated Software + Mailbox service product with a comprehensive single point support interface for both Mail Server and Mail Service.

Customers just have to advise the number of users and Ecomail Economy will provide the Mail Server and mailbox services for the requisite number of users. The Mailbox space allotted for each user is an optimized size suitable for trouble free operation of the account.

Ecomail Economy is a "Value for Money" solution and quite competitive as it does not include any unwanted modules or services.

Ecomail Economy also offers an easier and simple process for future upgradations to include additional modules and services available in the product basket of Carizen. Hence, the product never becomes redundant or obsolete.

Advantages of Ecomail Economy

- **An Integrated Software + Mail Services + Anti Virus + Support solution**

Ecomail Economy offers the Mail server, the mailbox services & anti virus protection for the email accounts created and support for both software and services. Customers get a single point vendor interface ensuring better accountability.

- **Easy Installation**

The Mail Server in Ecomail Economy is based on standard Linux component like Qmail. There are lots of Linux consultants who can put together a solution by installing and configuring this software at client premises. However these typically take at least 2-3 days to do and is done manually by the consultant. While the consultant may provide documentation for installation steps, that is where it will end.

Ecomail Economy is given in a CD and includes an easy to use GUI based Installation which ensures that client themselves can install the software. All installation and initial configuration is handled by the installation software and can typically be completed within 15-30 minutes.

- **GUI based Configuration/Administration**

There are disparate administration console for different software (like Qmail, fetchmail) in Linux and when a solution is put together by a consultant, clients are made to use these different administrative programs which make the learning curve very steep. Also, clients have to be aware of interactions between these programs if the system is to be maintained properly.

Ecomail Economy avoids this problem by bypassing the Linux administrative programs completely and providing a Single administrative console GUI that can be used to configure anything to do with Ecomail Economy .

This ensures that learning curve for Ecomail Economy is easy and administrative tasks can be performed even by users with little or no knowledge of Linux.

Advantages of Ecomail Economy - contd.

- **Connectivity Independence**

Ecomail Economy can work with any kind of Internet connectivity including PSTN, ISDN, Cable, DSL, VSAT and Leased lines. This ensures that even if the client's leased line is down, all the services can be continually made available to client using a backup connection like ISDN, DSL or Cable.

Single click in the administrative console can switch the connectivity back and forth. This ensures that even in a dire situation like failure of connectivity, backup administrative task can be done by a person with little or no knowledge of Linux.

- **Multi Location support**

While most solutions are great for single locations, Ecomail Economy has been designed keeping in mind the requirements of organizations with multiple locations. For example, one concept preferred in organizations with multiple branches is to have the same address book at ALL the locations.

Ecomail Economy has tools for the same (with the address book synchronize feature). Ecomail Economy also supports the concept of email domains which make the de-centralized maintenance of email addresses a reality.

- **Support Services (SRTS)**

Ecomail Economy provides an unique mode of support called SRTS. This gives the client control of allowing a support personnel to log in through the Internet and fix the problem in minutes instead of days.

Security of this scheme is ensured by a client specified password and also 128 bit encryption.

SRTS, combined with traditional forms of support (like Phone, Email, on-site) ensure that Ecomail Economy can be put to work for your organization in the most efficient manner.

Features

In this section, we shall see the individual features of each module that constitutes the Ecomail Economy.

- **Mail Server**

Ecomail Email server is based on Qmail. Qmail is the No. 2 MTA in the Internet and is one of the most secure, fast MTA's available today. This ensures that the email server can be scaled right from 10 users to 1 million users as the organization's need increases.

Some of the salient features of Ecomail Email server are:

Multiple domain support

Users can consolidate emails from all their domains in a single Ecomail installation. Ecomail Economy supports "true" multiple domains and not just aliasing. This means that you can have the same user name in different domains and different persons can access them.

Sub domain support

Sub domains can be created under a single domain for different departments/locations and Ecomail Economy can be used as a centralized mail server for all these domains/sub-domains.

Local creation/maintenance of email addresses

When user gets email services from Ecomail , email addresses can be created/maintained locally without needing to add/delete/change any settings in the Gateway server.

Group Lists -Logical groupings for mail, browsing, work group

Ecomail supports the concept of "Groups". Users can be combined into groups and these groups can be used to give/restrict email/browsing/other facilities.

Features - contd

Mailing Lists

Mailing list can be created in Ecomail and can be used to send mails to groups of users. The mailing lists can be either made public (available to outside users) or private (not available to outside users).

Internal only users

In conjunction with email services, users can be restricted to only sending internal mails and not allowed to send mails outside of LAN.

Connectivity Independent

Works with all kinds of connectivity including PSTN, ISDN , DSL, Cable and permanent connectivity. This ensures that critical facilities like Email need not be affected because of connectivity failures.

Compatible with Lotus Notes/Exchange Server

Can function as a gateway to the above mail servers for sending/receiving mails from the Internet. This facility can be used to either increase security of mailing or to make a smooth transition from Lotus Notes/Exchange Server to Ecomail .

Batch mode mailing with queuing

In a PSTN/ISDN connectivity, mails can be made to go out at pre-determined intervals. Any sent mails will be stored in the queue till it is ready to be sent out. This optimizes the Internet connectivity and potentially saves cost of Internet/Phone connectivity.

Features - contd

Spam control

Multiple type of SPAM controls are available. Ecomail allows one to blacklist based on sender address/domain, thus reducing unwanted mails.

When email services are availed, SPAM control based on contents of is supported. This method uses a battery of tests (some of them based on email headers and some of them based on actual text) and tags the email as SPAM when the score exceeds a certain fixed value.

POP3/IMAP Support

Emails can be viewed with any POP3/IMAP client (Outlook express, Eudora, etc). By default, emails retrieved this way are deleted from the server. However, by enabling the option to keep a copy on the server, user can keep a backup copy of all emails in the server.

Web-based email client

Emails can be accessed from anywhere in your LAN/WAN using the included web based email client. Some of the salient features of this web based email client are:

Multiple Folder support

Messages can be sorted onto Multiple folders for easy tracking and maintenance.

Draft Folder support

Messages can be composed in multiple steps by using the Draft facility. Partially composed messages can be placed in the Draft folder and can be added to till actually sent.

Spell Check

Included spell checker ensures that user's correspondence can be maintained clean easily.

Features - contd

Filtering rules

Filtering rules allow redirection/deletion of messages based on certain criteria like "Subject", "From address", "To address" and Body content.

External mail consolidation

Email client support consolidation of all your POP accounts into this single account. By specifying details of your various mail accounts, you can ensure that mails coming to different accounts are downloaded onto your account in Ecomail for easy access.

Message arrival notification

Sound can be played/pop up window can be displayed whenever a new mail arrives.

Read Receipt

Supports read receipt, by which a mail is received when the recipient reads the message in his email client.

- **Automated scheduler**

In a dial-up scenario, mails can be made to be received/sent with included automatic scheduler.

- **Auto-forwarder/auto-responder**

Automatic forwarding of mails to a different email address/host is supported. Using this feature, users can forward their emails to a different address for checking.

The Auto-reply feature ensures that the sender gets a "canned" message whenever he sends a mail. This facility is useful if the recipient is not able to read the mails for a long period of time (say due to vacation or illness).

This feature can also be used to send "canned" replies when email is sent to certain generic email addresses.

Features - contd

- **Back up & Restore**

Single click Backup & restore functionality ensures that Ecomail can be made up and running even in the case of catastrophic hardware failures within 30 minutes.

- **Address Book Server**

Global address book can be maintained using the LDAP based address book server. These address books can be automatically synchronized in multi-location environments so that the same address book is available in different locations.

Address book server also supports searching of addresses in LDAP compliant email clients like Netscape, Outlook Express and Outlook.

- **SMS Alerts**

SMS Alerts can be sent to mobile numbers on receipt of non-junk emails. This is a free facility and is available wherever the mobile service provider supports this facility. Some of the operators who currently support this facility are Airtel, RPG and Aircel.