

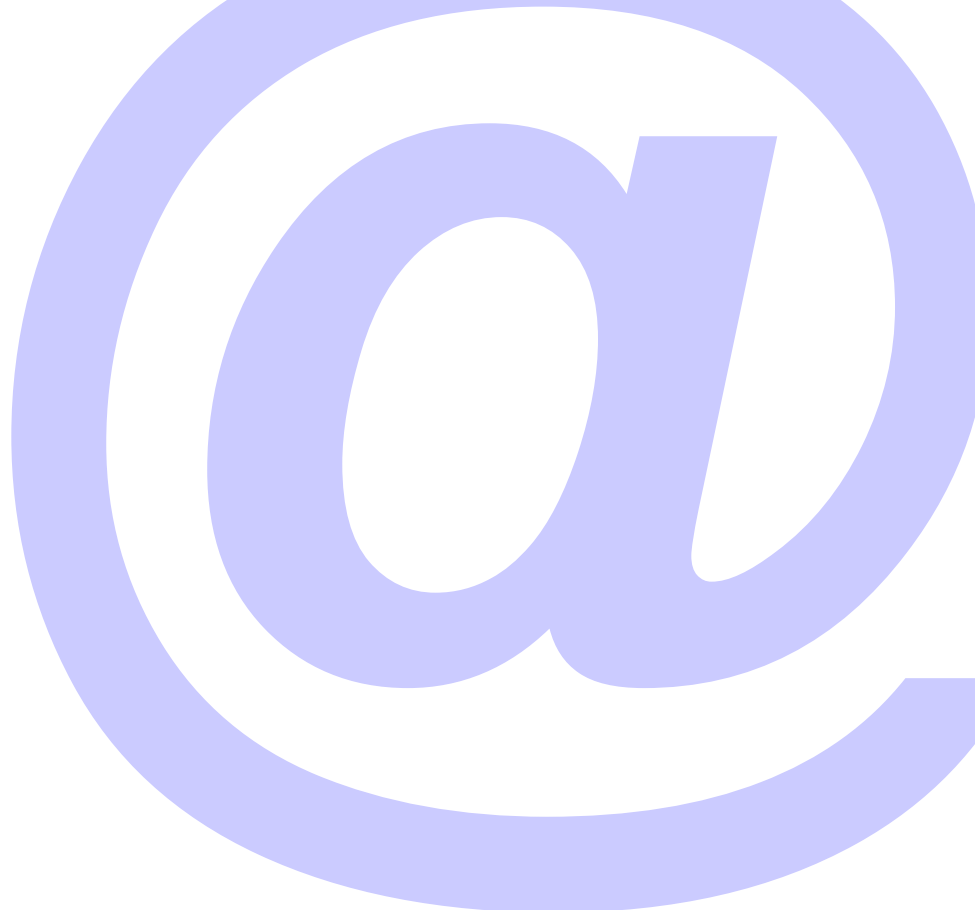
# ***fluent***

## **Email Outsourcing for ISPs**

# *Product Information*

Fluent Ltd  
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<http://www.fluent.ltd.uk/>



## Introduction

Email has come a long way from its humble beginnings as a simple messaging system. Now, with daily worldwide email throughput measured in billions, the global network of SMTP servers act as a mission critical component of most businesses.

Those who do not host their own email servers look to the Internet Service Provider to supply them. Email is a 'given' part of any ISPs product offering.

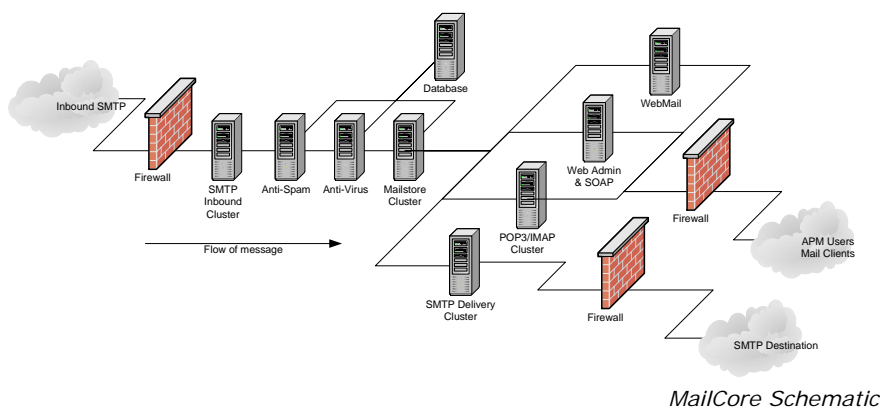
The explosion of Internet uptake, fuelled by broadband, has left ISPs with a growing monster: the thousands of mailstores that continue to expand. Not only do the hardware requirements grow, so do the hidden costs of support and problem solving.

To make things worse, email is becoming more than a problem of provision. Spam and viruses are clogging the wires, making up over 54% of all worldwide email traffic.

The deluge of unsolicited email has left users wanting more from their email accounts. Providing effective protection is high-maintenance work and coupled with existing email server support is draining resource away from other projects.

Wouldn't you rather be concentrating on your network than on email?

## MailCore



Fluent offers a fully featured email storage and retrieval service hosted in Telehouse, London. Not only have we gone to great lengths to design a high-performance and fault-tolerant system but we also provide essential functionality such as spam and virus blocking.

## What is FLUENT Managed?

The MailCore engine can process thousands of messages every hour and can be dynamically scaled up, allowing us to process as much mail as can reach the servers. A combination of automated systems and our administrators monitor each component around the clock.

In terms of technology, reliability and performance, we believe we have put together the best Internet email service possible.

We can remove your email headache once and for all with our managed service. We host your customer's mailboxes on our infrastructure, your users connecting directly to our Telehouse servers to collect and send their email.

Email is no longer a part of your network. There are no hardware costs; reduced bandwidth usage; no software to maintain and your technical resources are no longer diverted from critical projects.

To the end user, the service as appears as your own. Every aspect of the service is branded as yours.

## Why Outsource?

- Improve your email service
- Increase revenue by charging for extra features
- Removing spam and viruses is requiring dedicated resource
- Your customers require email but it is not what you want to be concentrating resource on
- Email requirements tend to grow and grow
- Costs are rising

## Key Features for ISPs

### **Blistering Performance**

The modular design of the Mailcore system makes best use of available processing power. CPU loads and bandwidth usage are constantly monitored.

### **Fluent Can Cope With Your User Base**

We already host thousands of mailboxes for top UK ISPs and have room for millions. The system is scaleable by design.

### **Availability**

We can provide service level agreements to back up our confidence in this service. We monitor 24/7 and constantly review the systems.

### **Access via POP3 or IMAP4**

If you don't currently offer an IMAP service, we can enhance your service by adding the advantages of server-side mail storage. Your users can get their mail anywhere in the world. We allow you to make this a per-user feature so you have the option of charging for the service.

### **Advanced Spam Blocking**

Using industry-supported tools, we can scan all incoming mail for spam and provide a range of settings to help the customer find the most appropriate setting. Identified 'spam' emails are stored in a folder that can be viewed over the web or with an IMAP client. Again this can be offered on a per-user basis.

### **Anti-Virus Scanning**

We use Kaspersky Anti-Virus to scan incoming messages. Virus definition files are kept constantly up-to-date. Alternative scanners are available on request.

### **Outbound security**

Optionally, we can manage delivery for you as well. Our secure SMTP service prevents system abuse and allows users to have outbound email scanned for viruses as well. This can be vital for businesses wishing to protect their reputation.

### **SMS Alerting**

Users can receive an SMS text message when an email is sent to a certain address or contains specified words or phrases.

### **Quotas**

We allow you to set quotas on all accounts.

### **Multiple Mailboxes, Aliases and Domains**

Offer your users any number of multiple mailboxes. Users can also create aliases to mailboxes and even be provided with different domain names. You can offer users their own domains or charge for use of your 'vanity' domains.

## Easy Implementation

### **User Administration Interface**

You can let users manage their own mailstores and aliases with our administration interface.

### **Dedicated Resource**

With Fluent, you get a dedicated team looking after your email and working constantly to improve performance and functionality.

### **Complete Rebranding**

All aspects of the MailCore system can be rebranded to your requirements.

### **Tailored Package**

If you have a specific requirement, such as enforcing virus scanning or restricting the amount of mailboxes users can create, the system can be configured with a range of defaults that you control.

### **Per-User Control**

All significant options, such as IMAP, SMS Alerting, Spam and Virus controls are configurable on a per-user basis. This allows you to control access to these features, which provides opportunities for chargeable extras.

### **Web Service Interface**

We provide administration access to the system via the industry-standard XML SOAP interface (sometimes referred to as 'Web Services'). This can be used to create a custom interface or for systems integration.

### **Integrates With Your Systems**

We have a range of options to help you implement our service. It is possible to seamlessly integrate the two. For instance, provisioning of a new account can be directly tied to your CRM or accounts system, reducing administration overhead.

We offer several different methods for implementing the service. We can do as much or as little as you like.

### **Service Provision For New Accounts**

Once your master account is set up, all that remains to be done are the remapping of your MX records to our servers. There

## Increased Revenue

isn't even a need for your users to reconfigure their email clients.

### **Account Migration**

We can provide documentation, advice and consultancy on the best way to migrate existing accounts. It is up to you whether to move accounts in blocks or in a single operation. We'll match your requirements.

### **The Administration Interface**

Administration of the service, by both the ISP and its users, can be implemented in the following ways:

- *Hosted*

We host the site for you. You have the ability to specify branding requirements such as colour scheme and logos, using our 'template' administration system.

- *Quick-Start Site*

We provide you with a copy of the administration interface source to host on your own servers. This allows you to make any changes you like. The interface communicates back to our servers using a SOAP interface.

- *SOAP Interface*

Our powerful industry-standard SOAP interface (also known as 'Web Services') allows you to create your own administration site for users and even tie your existing provisioning systems directly into ours. We can provide advice, documentation and consultancy on this service.

Email is normally a cost centre. You are obliged by your customers to provide the service and all it does is consume resources. FLUENT Managed takes your existing email offering and dramatically improves it in terms of security and features.

Email now becomes a revenue centre with a range of extras that can be charged for by subscription or per-use. It's up to you whether you offer the features as standard to get a unique selling point or allow customers to 'pick n mix' a solution.

## **Lower Costs**

We have a range of flexible pricing plans to match your requirement in the most cost-effective way. The fact is that with Fluent you will significantly save as your total cost per Mailstore is reduced to pennies. Why? With Fluent you have no hardware, software, power, redundancy, bandwidth, physical or human resource costs.

## **Summary**

With Fluent on your side you can get back to making your network the best and stop diverting resource to your email servers. Better still, your customers benefit from advanced functionality such as spam and virus blocking, multiple mailstores, SMS alerting and IMAP access. All of this reflects on you as the service provider.

We'll tailor the service to meet your needs, provide advice and support as well as help with integration. Once live, your email system is monitored all day every day by a team with over 40 years combined experience in email administration.

The Fluent MailCore System gives your customers world-class email system whilst reducing your technical resource requirement.

## **The Next Step**

If you have any questions about the content of this paper or would like to speak to a representative from our sales team, please let us know by emailing [info@fluent.ltd.uk](mailto:info@fluent.ltd.uk). We'll be happy to help.

## **About Fluent Ltd**

Fluent was formed in 2003. Our remit is to provide world-class messaging solutions to large-volume users of Internet Email. We are based in Birtton, Buckinghamshire.

Fluent has brought together experienced individuals to create a core team of design, development and implementation experts. Our combined experience in Internet service provision totals over 40 years.

## **Contact Information**

### **Fluent Internet Ltd**

29 Great Lane  
Birtton  
Buckinghamshire  
HP22 5DE

Tel: +44(0)2075 798174  
Fax: +44(0)8701 602709

Email: [info@fluent-internet.net](mailto:info@fluent-internet.net)  
Web: [www.fluent.ltd.uk](http://www.fluent.ltd.uk)