



Seven Excite Europe Portals Offer Localized Email Powered by Mail2World

“Mail2World provided a one-stop solution for multilingual Webmail services at a competitive price while delivering the deep level of customization and integration we required.”

—Dr. Bernhard Berger, business development manager, Excite Europe

CASE STUDY : SERVICE PROVIDER



Background

Excite® Europe is a network of pan-European portal properties operated by Excite Italia B.V., in European markets such as Spain, Italy, France, UK, Germany, Poland and the Netherlands. More than five million unique users visit Excite Europe’s seven portals every month. Recognized for pioneering the customizable start page, Excite remains one of the Internet’s most personalized portals and one of the most well-known online brands. Excite Europe is owned by IAC Search & Media, a wholly-owned business of IAC/InterActive Corp. (NASDAQ: IACI).

Business Need

“Messaging is an integral component of our portal because of its power to help build communities,” explained Dr. Bernhard Berger, Excite Europe’s business development manager. “Providing state-of-the-art email services to our loyal user base has always been a primary objective for Excite, and that requires ever more in-depth knowledge, expertise and monitoring. With these growing administrative and technical needs amid a phased update and expansion of Excite portals in 2005, we decided to evaluate the option of outsourcing our new Excite Connect email services. Our aim was to simplify business processes, reduce our costs, and last but not least, ensure service quality and reliability.”

To sharpen Excite Europe’s competitive edge among other major portals, the new Excite Connect system also needed to match existing functionalities, offer state-of-the-art technology, provide a next-generation community experience and integrate fully with Excite portals—all at an appropriate price.

EXCITE EUROPE AT A GLANCE

Total membership 5,000,000+
Number of portals 7

BUSINESS NEED

Simplify business processes, reduce costs, ensure service quality and reliability

SOLUTION

- Mail2World Pangia for Service Providers
- 1GB Webmail
- POP3, IMAP4, SMTP, Mobile Mail Access
- Integrated Anti-virus and Spam Protection
- Online Administrative Panel
- 24/7/365 Customer Care

BOTTOM LINE

Mail2World reliably powers Web-based email for 5 million+ users; increases service quality, controls costs, enhances competitive edge for Excite Europe





Mail2World Solution

After an extensive search among a variety of hosted email services and mail software vendors, Excite Europe selected Mail2World for its technology leadership, flexible customization, multilingual capabilities and rich feature set. "Their service quality and availability matched or exceeded our expectations," said Dr. Berger. "However, the decisive factor was Mail2World's exceptional ability to tailor a custom solution that would accommodate all our technical and administrative needs in an outstanding manner. As a partner, Mail2World offered us leading-edge technology, fast turnaround times and excellent professional services. We felt confident Mail2World was the right choice for Excite Connect."

Work started immediately, beginning with the integration of many of Mail2World's industry-leading features into Excite Connect: shared calendar, shared contacts, instant email language translation, a multilingual interface and RSS reader. Excite Europe is the first to deploy an innovative new feature from Mail2World called Backpack, a digital photo- and file-sharing center with integrated podcasting.

To create a more personalized messaging service for Excite Connect, Mail2World extensively customized a streamlined, Outlook-like email interface under development in Mail2World's R&D department. For Excite Connect's new look, a team of Mail2World developers and designers were assigned to finish work on the interface skin and add branding elements from Excite Europe's new portal design. In addition, AJAX interactivity, language localization, and a wide range of interchangeable color schemes were integrated. Mail2World's shared storage technology was also adapted for Excite Connect, including a tiered bandwidth meter for monitoring incoming mail volume and another meter measuring downloads from Backpack.

Early in 2006, Mail2World and Excite Europe jointly launched Excite Connect as part of Excite Europe's new portal in Germany, completing the first phase of the network's expansion. During the remainder of 2006 and 2007, redesigned Excite portals with email powered by Mail2World launched in Spain, Italy, France, UK, Germany, Poland and the Netherlands.

Results

More than a year after starting work on Excite Connect with Mail2World, all objectives have been achieved or surpassed, according to Excite senior management. The service quality has increased notably, costs are under control and internal resources have been freed up for other projects.

"We definitely recommend Mail2World. Our collaboration with the Mail2World team has been a real pleasure—their response times are excellent and their expertise is indisputable," concluded Dr. Berger. "The company has proven to be an extremely reliable and resourceful partner from day one. In fact, Mail2World has set a new standard for the quality we seek in all our partners."

As of fall 2007, Excite Connect serves more than 5,000,000 Excite Europe users, and subscriptions to premium services are providing a reliable revenue stream for the portal. Plans include offering Excite Connect powered by Mail2World in the new Excite Austria portal currently under construction.

About Mail2World

Mail2World, (www.mail2world.net) designs, delivers and supports a technology-leading and award-winning suite of hosted business-class email and online collaboration services. Custom-engineered to handle tens of millions of mailboxes, Mail2World's Pangia Communications & Collaboration Platform addresses the growing need for advanced, ultra-reliable and cost-effective email and collaboration in global enterprises, small and medium-sized businesses and large-scale service providers. The company's growing list of customers includes prominent organizations from around the world, such as publicly-traded corporations, top five colleges listed in Newsweek's America's Best Colleges 2007 report and some of the largest and most-recognized online properties. Founded in early 2000, Mail2World is a privately held corporation headquartered in Los Angeles, Calif.



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