



Rensselaer

RPI Alumni Association Upgrades to Mail2World Email for Tech-savvy Alumni

“Rensselaer alumni are the people who invented email, and therefore, demand and expect the best when it comes to electronic mail services.”

—Jeffrey M. Schanz, Director Office of Alumni Relations

CASE STUDY : EDUCATION



RENSELAEER AT A GLANCE

School location Troy, New York
Number of alumni 85,000

BUSINESS NEED

Update existing RPI alumni email with a more reliable, scalable service.

SOLUTION

- M2W Messaging for Education
- > 5GB Webmail
- > POP3, IMAP4, SMTP, Mobile Mail Access
- > Integrated Anti-virus and Spam Protection
- > Online Administrative Panel
- > 24/7/365 Customer Care

BOTTOM LINE

Alumni and new students enjoy improved service and premium upgrades with RPI E-mail for Life, powered by Mail2World.

Background

Rensselaer Polytechnic Institute was founded at Troy, New York in 1824. It is the nation’s oldest technological university, offering degrees in engineering, the sciences, information technology, architecture, management, the humanities and social sciences. The Rensselaer Alumni Association has approximately 85,000 members. Rensselaer alumni invented, designed and built many of America’s most noted structures, such as the Brooklyn Bridge and the Ferris Wheel. They are also directly responsible for countless technological breakthroughs, including the microprocessor, the silicon chip, the cathode ray tube (television), the Apollo space program and electronic network mail (email) around the world.

Business Need

The Alumni Association had been struggling with an email system they felt was cumbersome and outdated. “The system was down more than it was up,” comments Director Jeffrey M. Schanz, Office of Alumni Relations. “The Alumni Association became unable to execute its communications strategy, email service became unpredictable and reports of ongoing dissatisfaction among alumni were a common occurrence. Also, the existing email platform was unable to accommodate our growing user base.”





Mail2World Solution

Schanz called technologists at Mail2World, Inc., for an assessment of the Association's email situation and recommendations for upgrading the system. We not only addressed existing problems of service levels and limited capacity, but also offered a feature-rich POP3/IMAP4/SMTP service that would extend and enhance the Association's ability to communicate with alumni. Our Web-based Messaging Hosting & Collaboration Platform for Education was installed in August 2003.

Results

"Mail2World provides a robust email product that's very reliable and a major improvement over what we had," Schanz reports. "We noticed an appreciable decline in negative feedback from alumni and an overall improvement in our email service. Mail2World's massive infrastructure also handles our growing user base effectively better than our previous provider."

RPI email users number in the tens of thousands and are primarily alumni. Beginning in their junior year, students are offered email service as a benefit from the Alumni Association.

"Email is an important component of our communications strategy," says Schanz. "We offer monthly email updates about campus news and happenings to all email addresses in our alumni database."

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 Messaging Hosting & 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 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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