

## Flexible, Feature-rich Messaging for Alumni Associations

### BUILD LOYALTY, MEMBERSHIP AND REVENUE

Every alumni association faces the challenges of keeping current members loyal and motivated, attracting new members and creating new ways to support the organization's goals. Mail2World's private-label email service can help with all three.

Branded with your school's logo and colors, M2W Email for Alumni is a feature-rich email interface that integrates seamlessly into an existing alumni portal environment and provides a powerful marketing tool that unites and energizes current members, draws new members and supports the organization's effort to generate revenue. This global, hosted service is easy to deploy, fully scalable and offers the lowest total cost of ownership (TCO).

Connect with your membership anywhere in the world instantly by sending announcements, e-newsletters, special offers and more. Pre-populate a shared calendar to increase attendance at events, programs and membership drives.

Network members around the globe by offering a shared contact list.

Send and receive large attachments, such as membership guides, rosters and photos, saving costly printing and delivery of paper documents or binders.

Flexible architecture enables alumni associations to customize the interface to reflect the school's specific look and feel.

REST and http APIs allow seamless integration into the school's community portal environment, so alumni, faculty and staff can access their email easily without logging into a separate application.

Versatile language capabilities provide a multilingual email interface, instant text translation and virtual keyboard for easy typing into other languages.

### ADVANCED M2W EMAIL FOR ALUMNI FEATURES



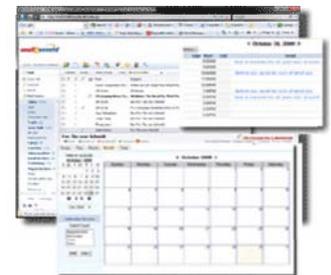
#### Webmail and Mobile Access

Alumni can access their email, contacts, calendar, notes and media (e.g., photos, videos and documents) via the Internet from any WAP-enabled mobile phone or PC using Webmail or a desk-top client like Outlook.



#### Customization and Integration

An extensive library of REST and http APIs provides flexible, seamless integration into alumni community portal environment (e.g., single sign-on, user create / disable / delete / rename).



#### Reflect Your School's Identity

Customization tools for branding alumni email include adding your school logo, creating custom skins or color schemes for sports teams or academic departments, adding custom landing pages, and personalizing the email login page and welcome page.

#### Shared Calendar

Alumni can easily schedule and share their activities and events via free/busy status, viewing rights and multiple views. Calendar and task management tools include notes, alerts, reminders and options for accept, decline and undecided.

#### Store and Share Information

M2W MyBackpack allows alumni and other users to create public folders and give access to specific groups of people. For example, the alumni association can create shared folders for class years where alumni can network and access university information of interest to them.

#### Email-to-SMS

Alumni can send text messages directly from their alumni email interface to other users' mobile devices to increase immediacy and ease of communication. Includes global coverage (450+ networks) and Unicode 16-bit support (French, Chinese, etc.).

M2W Email for Alumni

## FEATURE HIGHLIGHTS

### World-class Features and Functionality

- POP3/IMAP4/SMTP for Web & mobile mail access.
- Wireless and multi-device access.
- Feature-rich HTML editor/composer and HTML message support.
- Reading pane with multiple views.
- Multilingual interface in 13 languages.
- Instant messaging translation capabilities in seven languages.
- User configurable autoresponders.

### Calendar and PIM Tools

- Easy-to-use event scheduling.
- Calendar sharing with free/busy status, viewing rights and multiple views.
- Email integration with options for accept, decline and undecided
- Reminders and alerts.
- Notes and tasks.
- International time-zone support.

### Contacts Manager

- Global Address Book (Alumni Directory managed by service administrators).
- Personal Address Book.
- Address auto-complete.
- Group and mailing lists.
- Import functionality: Outlook, Eudora, Yahoo! Mail, Gmail, Thunderbird, etc.
- Printer-friendly contact lists and vCard support.
- Advanced, real-time search.

### Shared Folders (MyBackpack)

- Full public sharing with permission roles and storage settings.
- Close integration with messages: Users can save attachments, attach multiple files, FTP and drag-n-drop upload.
- Image resizing and photo editing tools: Blur, Sharpen, Grayscale, Red-eye Removal, Image Cropping, Color Correction, etc.
- Filtered views for quick access: files, images, videos, audio, documents, ZIP files and programs.

### Migration and Integration Services

- Experienced consultants who help alumni organizations design the right migration strategy.
- Advanced Application Programming Interfaces (http or REST APIs) for flexible front-end and back-end system integration.
- Ability to incorporate ad networks, house ads and/or private advertisers in ad rotations.

### Operations and Support

- Comprehensive data migration tools to enable smooth migration of existing user data.
- Administrators are able to configure and manage extensive list of user personalization and service options.
- Extensive library of support documentation.
- Online support ticket tracking system.

### Scalability, Reliability and Security

- Industry-leading reliability (99.995 percent reliability guarantee) hosted in state-of-the-art, Tier 1 data centers and managed within strict, contractual service level agreements (SLAs).
- Sophisticated Automated Intelligent Content Filtering (AICF) and Anti-Spam Coalition Network tools.
- Proven scalability that can enable messaging for tens of millions of users.
- Full daily backups with comprehensive disaster recovery plan in place.
- Complete monitoring of server functions, availability and performance, including third-party performance checks of all services (Web, SMTP, POP, IMAP, mobile) from 16 global geographic points--more than 185 distinct checks per minute.

### Online Admin Control Center

- Powerful, yet simple point-and-click online Control Center with intuitive Graphical User Interface (GUI) and wide variety of comprehensive statistical reports.
- Complete provisioning control and management of routine administrative tasks, including create, modify, disable, re-enable or delete mailboxes and domains, set up group mailings lists, reserved usernames and aliases.
- Robust rules engine to manage extensive list of end-user preferences, including archive, retention policies, user restriction, feature on/off, etc.

### Abundant Value-added Services

- Mobile Sync.
- Mobile Data Backup.
- Global Email-to-SMS service.
- Failsafe.

# M2W Email for Alumni

## BENEFIT HIGHLIGHTS

- Richest Webmail and mobile mail feature set in the industry, including multilingual interface and instant message translation.
- Flexible architecture with REST and http APIs that enable alumni organizations to seamlessly integrate email into the alumni's community portal and customize the interface to reflect the school's specific look and feel.
- Largest number of third-party privacy and security certifications in the industry.
- Advanced Web technologies (Web 2.0, AJAX, ASP.NET 2.0, RSS/ATOM, iCal).
- Carrier-grade vs. consumer-grade architecture and infrastructure lets Mail2World manage the email service in accordance with strict, contractual service level agreements (SLAs).
- Custom-engineered messaging platform designed to handle tens of millions of mailboxes for massive scalability and guaranteed reliability.
- Reduce costs 60-90 percent below in-house email systems. Alumni associations can attain a lower, predictable cost structure with no capital expenditures.
- Free up IT resources to concentrate on core applications and more strategic initiatives.
- Improve alumni satisfaction and provide collaborative communication.



## Take the Next Step

For complete information about how Mail2World can create a better messaging solution for your organization visit our Web site at [www.mail2world.net](http://www.mail2world.net) or call us at **888.448.6665**



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## ABOUT MAIL2WORLD

Mail2World delivers and supports an award-winning suite of carrier-class, Web-based, private-label messaging and collaboration services. With the richest feature set in the industry, Mail2World's customer base includes hundreds of reputable brands and prominent organizations from around the world, such as publicly-traded corporations, telecom carriers, mobile operators, and some of the most-recognized universities and online social portals.