

Company/Location:	ICQ, Tel Aviv, Israel
Business Need:	Update ICQmail service with new features and premium options
Solution:	Mail2World messaging service
Results:	Mail2World powers enriched, outsourced email services for 2,000,000+ ICQmail subscribers and advances integration of email into ICQ's instant messaging client.



ICQ instant messaging service upgrades ICQmail to Mail2World's feature-rich, multilingual email messaging solution

"We chose Mail2World as a partner because they share our respect for users and take pride in constantly providing the best service possible. Through Mail2World, we are pleased to provide our users with a solid product that's easy to use and offers a variety of premium services. We believe we've succeeded in reaching our goal of improving the overall ICQ email experience."

> Osnat Faineru, ICQ Product Manager

Background

In November 1996, a small startup company based in Israel launched ICQ®, a new Internet service that brought computer users together for the first time as a true online community. Although ICQ ("I Seek You") technology revolutionized the way people converse online by interconnecting them with each other as well as with Web servers, its release generated little fanfare. But six months later, spreading by almost evangelical "word of mouse," ICQ claimed the title of world's largest online communication network. Another month and the service would welcome its one-millionth user. In June 1997, for the first time on the Internet, 100,000 concurrent online subscribers were handled by ICQ. When the service reached 10 million users in mid-1998, it was acquired by AOL to form ICQ, Inc. Designed to simply send text messages across the Internet, the original ICQ service has evolved into a complex, multimedia communication tool. Today's ICQ can handle hundreds of thousands of simultaneous online users enjoying features such as file transfer, voice chat, SMS paging, post-it notes, to-do lists, greeting cards, birthday reminders and links to ICQ's homepage with communities for sports, traveling, movies and more. The company's robust instant messaging software, enhanced communications features and dynamic community are now available in 18 languages free of charge at www.icq.com. ICQ's mission to provide users worldwide with reliable, easy-to-use and innovative communication solutions made email a natural extension of ICQ's wide selection of communication tools. In fact, the company has offered email services since 1999 and was the first to integrate email and instant messaging.

Business Need

The extraordinary success of ICQ inspired many other companies to follow ICQ's path into this new industry. To enhance its competitive position and improve its existing email service, ICQ needed to refresh its mail service with a new look and feel that included a richer array of up-to-date features and an upgrade option for premium services.

Mail2World Solution

In 2004, ICQ's Business team conducted a thorough search for mail service providers; the ICQ Product team then evaluated potential candidates. Ultimately, Mail2World rose to the top of ICQ's list of candidates as the most suitable partner. "Our first impression of Mail2World was very good," stated Osnat Faineru, ICQ's product manager. "During initial talks with the Mail2World team, we felt they understood our needs and demands. Our impression was that the company has the ability to provide fast implementation, a solid product, fast responses and a professional team. During the selection process, Mail2World representatives were cooperative, and negotiations were conducted in a professional, direct manner that made the business of forming our partnership easy and uncomplicated. Throughout the development phase, Mail2World's staff proved many times over that our first impression of the company was correct: everyone we worked with was indeed responsive, helpful and professional in all our interactions. Thanks to special migration tools developed by Mail2World, implementation of our new ICQmail service was remarkably smooth and fast. Mail2World technicians were even able to reactivate mail addresses that we thought were lost during migration, and multiple accounts were closed to keep the database clean."

Results

Powered by Mail2World, ICQmail is now a central part of ICQ's wide selection of communication products and is placed permanently on ICQ.com Web pages. ICQmail is accessible via the ICQ client, and ICQmail and the ICQmail Dashboard are promoted through banners and promotions on the ICQ Web site, Welcome Screen, etc.

As of early 2005, more than 2,000,000 ICQ customers are subscribed to ICQmail. "We are pleased to provide our users with a solid product that's easy to use and offers a variety of premium services," continues Faineru. "We know from experience that operations like merging mailboxes can create some problems for the users, so we are always prepared to

provide quick responses. Based on the insignificant number of users requiring support or reporting errors during the merging process, as well as user feedback through our focus groups and message boards, we know that overall our users are satisfied with the new ICQmail service. In short, we believe we have succeeded in reaching our goal of improving the overall ICQ email experience.

ICQ has a highly loyal and dedicated audience, and we receive a great deal of feedback and many ideas from our users. To deliver a good service, a company must always listen to feedback and strive to fulfill users' needs and demands in the best way possible. We chose Mail2World as a partner because they share our respect for users and take pride in constantly providing the best service possible. Mail2World has been very responsive and cooperative in the daily support we receive, maintenance of the site and co-development of mail-related projects, such as the ICQmail Dashboard Xtra and implementation of ICQmail in the ICQ Toolbar. We look forward to implementing many more of our users' suggestions and ideas in the future in cooperation with Mail2World."

About Mail2World

Founded in 2000, Mail2World designs, delivers and supports a technology-leading platform for messaging and collaboration services. Designed to handle tens of millions of mailboxes, the company's Pangia Communications Platform™ serves millions of users worldwide on 70,000+ domains. Mail2World addresses the need for advanced, cost-effective messaging and collaboration in global enterprises and email services in a variety of markets, including small, medium, and large businesses; educational institutions; ISPs; portals; and individuals. Mail2World is a privately held corporation headquartered in Los Angeles, Calif. For more information about Mail2World, please visit <http://www.mail2world.net>.



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