OWNMAIL FOR SERVICE PROVIDERS

OwnMail for SPs is a set of mail tools enabling SPs to target the business email market, even for those businesses with existing mail systems. This greatly increases the target market and revenue potential for SPs

The mature mail market restricts SPs to a small segment of the overall market.

Mail market is mature.

Most businesses already have their email systems set up. While many of these systems lack key elements of functionality, businesses are resistant to make a complete switchover to mail services from their SP. This restricts SPs to customers that are just setting up email systems or are sufficiently dissatisfied with their current email systems to consider a switchover.

SPs therefore need tools to enable them to address clients that have existing email systems.

SPs need tools enabling them to address the mail market for large organizations.

SPs are therefore looking for solutions to increase their target market to customers with existing, functional email systems, and add value without requiring a complete switchover. This can be done by way of tools that enhance the functionality of existing email system.

OwnMail offers SPs tools to enhance functionality of existing mail systems...

OwnMail offers plug-in functionality for existing mail systems.

OwnMail offers SPs tools to do just this - plug-in enhanced functionality for existing business email systems in the form of services. This functionality includes services such as Anti-Virus Gateway, Message Archiving, Email to Fax, Web Site Email, Mobile Email Accounts, Branch Email and Anti-virus mail manager for personal accounts.

...without requiring a complete switchover to a new mail system

OwnMail allows SPs to target large enterprises for mail functionality.

By allowing enhanced mail services that plug into any existing mail infrastructure that a client may have, OwnMail allows SPs to target large enterprise accounts for mail, which they may have previously been locked out of.

Once any mail service is taken from the SP, it is easy to sell the other services, including a complete switchover.

OwnMail acts as the beachhead for additional services

OwnMail tools are designed to plug-into existing mail infrastructure. But, when any of OwnMail's tools are activated as services to the SP customers, they enable the activation of any of the other services without any change in the customer's infrastructure. This can even lead to a complete switch over to the SPs mail service for the entire enterprise.

Offer customers a full-featured enterprise business mail system at the industry's lowest TCO.

OwnMail also provides a full-featured enterprise business mail system.

Apart from plug-in functionality, OwnMail also provides a full-featured enterprise business mail system. This is a no-excuses, web based email system designed to scale for any enterprise customer while reducing the total cost of ownership when compared to email systems managed in-house. As bandwidth becomes readily available, businesses will increasingly outsource these functions in the forms of services from their SPs.

To further enhance profitability, OwnMail provides the SP with cost-effective support services.

OwnMail provides cost-effective sales, support and administration services

OwnMail provides cost-effective sales and helpdesk support out of dedicated facilities in India and so enables SPs to target the SME market space while improving profitability across the board. In this manner OwnMail greatly expands the segment that can be targeted by the SP and thus enhances revenue and reduces commoditization of the access product.

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About OwnMail

OwnMail offers plug-in mail tools for every category of user. For more information about OwnMail's solutions, visit http://www.ownmail.com.