SENDING EMAILS RELIABLY AND QUICKLY FROM YOUR CLOUD FOUNDRY APP WITH SENDGRID

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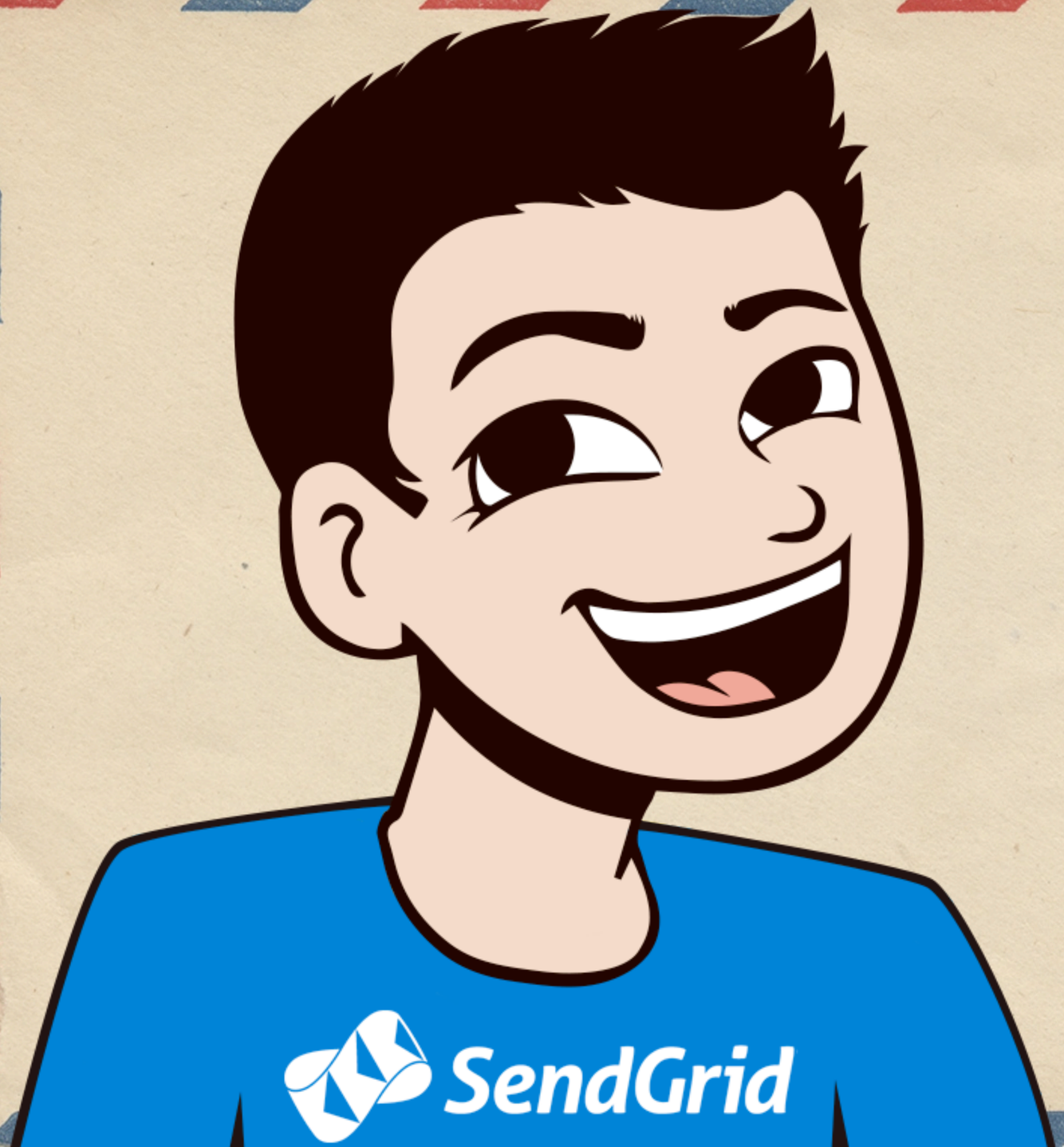

HI, I'M NICK

@YayNickQ

SendGrid®

The Story of Email

http://www.flickr.com/photos/bablu121/8430494708/

http://www.flickr.com/photos/badwsky/2227161974/

http://www.flickr.com/photos/mangakamaidenphotography/5952261057/

DKIM

DomainKeys Identified Mail

SPF

Sender Policy Framework

DMARC

Domain-based Message Authentication, Reporting & Conformance

SPAM FILTERS

90%+ OF EMAIL SENT IS SPAM

http://www.spamhaus.org/whitepapers/effective_filtering/

22% OF LEGITIMATE EMAIL IS NOT DELIVERED

http://blog.wordtothewise.com/2013/08/return-path-releases-inbox-benchmark-study/

SendGrid®

SENDING MAIL

SMTP TRANSPORT
VS.
WEB TRANSPORT

SMTP TRANSPORT

```
SERVER SAYS: 220 some_mailserver.net ESMTP Sendmail
8.13.8/8.13.8; Tue, 6 May 2014 12:34:07 -0700
YOU SAY:     helo localhost.localdomain
SERVER SAYS: 250 some_mailserver..net Hello ????
[???.???.???.???] (may be forged), pleased to meet you
YOU SAY:     MAIL From:example@example.com
SERVER SAYS: 250 2.1.0 example@example.com... Sender ok
YOU SAY:     RCPT To:someone@example.com
SERVER SAYS: 250 recipient <somone@example.com> OK
YOU SAY:     DATA
SERVER SAYS: 354 enter mail, end with line containing only
"."
YOU SAY:     Loons sure are cool.
YOU SAY:     .
SERVER SAYS: 250 message sent
YOU SAY:     QUIT
SERVER SAYS: 221 goodbye
```

HTTP TRANSPORT

```
POST /api/mail.send.json
Host: api.sendgrid.com

to=example@example.com&from=someone@example.com&subject=hi&te
xt=Loons%20sure%20are%20cool.
```

CLIENT LIBRARIES

- sendgrid-csharp
- sendgrid-go
- **sendgrid-java**
- **sendgrid-nodejs**
- sendgrid-objc
- sendgrid-perl
- sendgrid-php
- sendgrid-python
- ti.sendgrid
- sendgrid-ruby*

SENDING EMAIL WITH CLOUD FOUNDRY

```
cf create-service sendgrid free SERVICE_NAME
cf bind-service APP_NAME SERVICE_NAME
```

```
VCAP_SERVICES=
{
  "sendgrid": [
    {
      "name": "mysendgrid",
      "label": "sendgrid-n/a",
      "tags": [
        "smtp"
      ],
      "plan": "free",
      "credentials": {
        "hostname": "smtp.sendgrid.net",
        "username": "QvsXMbJ3rK",
        "password": "HCHMOYluTv"
      }
    }
  ]
}
```

<live code>

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