

An Overview

Internet and email is the communications lifeline of most organizations – whatever their size. One of the most important and paradoxically, the most neglected and overlooked aspect of email is the Internet mail system that handles your mail-in-transit. No wonder, it is common place to hear, 'Mail not delivered', 'Website is down' type messages

MailServe is our managed mail service that comes with a plethora of state-of-the-art features designed to provide comprehensive Internet and mail hosting solutions. Equally important is the fact that it comes with the commitment of extremely high levels of uptime. This twin-advantage has made MailServe a favourite amongst organizations both large and small.

Key Features & Benefits

Committed Service Levels

We at QLC believe that to ensure high levels of productivity, uninterrupted hosting services are of paramount importance. MailServe is completely geared towards providing you guaranteed 'uptime' levels. Norms for the performance of MailServe are laid down in a strict Service Level Agreement (SLA). At the core of this agreement is our commitment to provide guaranteed levels of server uptime. The SLA also establishes norms for troubleshooting and response turnaround times. And we walk the talk. If we fail to fulfil any of our service commitments, you will be entitled to a refund of your investment!

Over the last four years, MailServe has delivered an actual uptime of about 99.7%, i.e. about 25-hours of downtime in a year. Our high powered Linux-based servers are co-located at the VSNL Data Centre in Mumbai, which translates to high levels of reliability, blazing fast access and download speeds for you. With some of the leading corporates of India using MailServe, we at QLC are extremely intolerant about downtimes.

Web-based Administration Console

- ☐ Comprehensive control & management
- ☐ Easy to use web-interface
- ☐ Domain Management
- ☐ Account / User Privileges Management
- ☐ Capacity Management
- ☐ Rules Management

Key Features & Benefits -- Cont

Server-side AntiVirus Protection

- ☐ Server-level malicious content blocking
- ☐ Real-time updation of virus def files over high-speed lines
- ☐ Latest virus threats detected in real-time

Server-side AntiSpam Protection

- ☐ Spam detection strictness levels
- ☐ Segregation of unwanted/ junk mails from legitimate mails
- ☐ Delete or quarantine the incoming spam
- ☐ Option to not to download emails identified as spam

White/ Black List

- ☐ 'Connecting IP address' checks with Real time Black List (RBL) servers
- ☐ 'Bad Sender' checks with Real time Black List (RBL) servers
- ☐ White List to accommodate exceptions against above black list
- ☐ Additional configurable Black List to accommodate more domains / IPs

Authenticated SMTP Relay

- ☐ Complete ISP independence for all outgoing mails
- ☐ Use unlimited number of domains
- ☐ Enhanced security through User Name/ Password authentication

Web-based access to company email

- ☐ Anytime/ anywhere access to email
- ☐ Customized WebMail access on `webmail.domainname`
- ☐ Support for Company Branding on the WebMail - Company Name / Logo.
- ☐ Global Address Book (for the entire Company) accessible to all the users
- ☐ IMAP - Mailbox on the Internet
- ☐ Synchronization of mail box on multiple machines (home, office, etc)

Archiving

- ☐ Archiving all incoming, outgoing mails
- ☐ Allows archiving of select mailboxes

Smart FTP

- ☐ Allows users to create storage folders
 - ☐ Multiple users can access using FTP
 - ☐ Permits defining of access rights
 - ☐ Restrict access to specific folders
- Email based-alerts on folder updates

MailDirect

MailDirect is an extremely result-driven 'Managed Email Marketing' service under the MailServe umbrella. It is our 'managed bulk' mailing service which carries out personalized mailing to a large set of recipients. It enables you to run promotional campaigns, newsletter subscriptions, discussion groups, product updates and the like.

MailDirect consists of various components such as List Manager (Maintain multiple email lists, Map recipients to multiple email lists, Automatic Bounce Management, Master List Management), Campaign Manager (Allows customization/ personalization of individual mail messages, Handles HTML / Text messages, Preview and Test messages before campaign launch, 'Intelligent send' to recipients from Multiple Lists) and Tracking Manager (Real-time Monitor, Reports Bounce Manager, Click-through Analysis). These components facilitate you to manage your opt-in email lists, create campaigns, broadcast email and track responses.

MailDirect is not an application one could purchase and install. It is what we call a 'product-ized' service, or an application service. MailDirect is hosted on our high-end servers which ensure high-speed Internet connectivity, resulting in extremely low delivery times and zero choke of your bandwidth. You only upload your message and the mailing list, all the rest is done through a very intuitive browser-based interface on the server and your email communication campaign is ready to roll. MailDirect pricing is based on usage, to allow you to choose the level that best suits your requirement.

MailServe-SMS

MailServe-SMS is our text messaging service. Our tool Web-SMS lets you send text SMS from any computer connected to the Internet. Just use any computer connected to the Internet and you will be sending text messages in seconds.

- ☐ Send SMS through a web-interface
- ☐ Integrated with the WebMail
- ☐ Send SMS to any GSM and select CDMA mobile phone(s) within India
- ☐ Receive replies to the messages sent by Web-SMS directly on your own mobile phone.

Company profile

Established in 1995, QLC is one of the pioneers and leaders in Internet and email productivity solutions in India. We have distilled our exclusive expertise in Internet and email technologies and years of experience into 3 state-of-the-art offerings: PostMaster, IQunix and MailServe. These are designed to streamline, control and monitor the flow of Internet and email communications, thereby, significantly increasing the organization's productivity levels and providing complete peace of mind.

With over 5000 installations across the country and outside, these offerings have gained the trust, respect and confidence of thousands of users. Each of these has today established itself in the top few in its respective category. On MailServe QLC hosts over 7000 mailboxes of over 1000 clients. With more than 750 partners and support at more than 40 locations around the country, QLC is committed to providing you local support of global standards.

Your service works ... flawlessly - please accept my compliments for making your service like a "dial-tone" on the phone - when you pick up the phone, you expect a dial tone -- that's it ...
Peter Theobald
Director, IT Secure

Our Clients

Our clientele includes a strong and loyal mix of small, medium and large enterprises. A partial client list of products and services includes:

Avon Beauty Products, Balaji Telefilms, Bata, Berger Paints, Bharat Sanchar Nigam Ltd., Eveready, Havell's India, Hindustan Motors, Indian Army, Indian Railways, ISRO, Kenstar, Nerolac Paints, Oil India Ltd., Overnite Express Ltd., Ranbaxy laboratories, United Bank of India, UTV, Videocon and Wipro Consumer Care to name a few.

Visit us www.qlc.in, or call us for a no-obligation free service evaluation. We will be pleased to create an evaluation account solely for your use. Using this evaluation account you will actually be able to send / receive test mails. Apart from the first-hand look and feel experience, this will also enable you to check out the response time delivered by our services.

Why MailServe

It's not just mail hosting but mail management.

When you buy mail hosting or relay services from us POP & SMTP Relay services we also give you value-added mail management services like MailManager, SSAV, SSAS, RBL Checks Unlimited Domains, WebMail and Domain-Level Mail Forwarding. That translates to more value for the same investment.

MailManager

MailManager is a web-based admin control panel that allows you to manage your mail system. It gives you control and management tools for disk usage, POP accounts, domains and user rights.

Capacity Management

Using MailManager, the Administrator can plan out on how to allocate mail space across different POP boxes. Based on usage patterns, company policies and special requirements, POP boxes can be set up with as much space as required or desired. Thus organizations benefit with the ability to manage user accounts on the server to ensure that email resources (server space, POP boxes) are used optimally.

Domain Management

MailManager gives you the facility to map POP boxes with your domains. So if you have domains or sub-domains, you can specify the one-to-one domain-POP account relationship.

Account Management

MailManager allows Administrator to create as many POP accounts as required (within the available mail space). POP boxes can be for individuals or a catch-all Group POP account. A Catch-all Group account is a POP box that is mapped to a domain. All emails addressed to that domain get stored in that group account. The organization can have as many group (POP) accounts, as there are offices or locations or departments or discrete groups.

SSAV

SSAV scans all incoming mail for viruses into your POP accounts. So even before you download your mail, you get the security cover of our anti-virus services. There is no maintenance required from the customer point of view; we take care of virus definition updates, scan alerts, etc. What you get is virus-free e-mail

Why MailServe - Cont

Authenticated SMTP Relay Services

Our SMTP relay service authenticates on the basis of username & password. This means you could use a single SMTP account to relay mails from as many domains as you wish. Service providers like VSNL allows relaying of only those domains registered with it. It also ensures that your SMTP service is not misused by unauthorized persons to send spam or virus infected mail.

WebMail - E-mail Anywhere

Your executives need not be machine dependent while accessing mail. Mobile users with their own POP accounts can access their mail using a web browser.

Domain-Level Mail Forwarding

Set forwarding rules for your e-mail forward mails from one POP account to another within the same domain or across domains. You get to set rules for flow of information at the POP server level itself.

And more ...

With our constant focus on making e-mail usage as productive as possible, we are constantly innovating and developing new features. On the cards are features like archiving, anti-spam, enhanced security tools etc. MailServe customers always get the benefit of any new development in our services.

QLC, Linux, Compaq, VSNL

Our services are hosted on Linux-powered Compaq servers co-located at the VSNL data centre in Mumbai. With servers located in India, your mails have to travel lesser number of hops, almost 17 hops less. Which means faster delivery of your mails.

Robust, high capacity servers.

An indication of the robustness of our servers is given by the fact that almost 600GB worth of data moves in and out of our servers every month an average of 20 million email messages a month!

Service Level Agreement

We give you a signed Service Level Agreement. VSNL does not give an SLA to any one, not even to us even though we have located our servers in their premises. However, for our customers, we go a further mile and do our bit to ensure 99.5% server uptime. If it falls below that, you get your investment back.

Why MailServe - Cont

WebMail

Using a browser, such POP account holders can access company email from anywhere in the world through a custom-made MailManager interface. This interface is as easy-to-use and as feature-rich as any webbased email systems like Yahoo! Rediffmail or Hotmail.

- o Supports multiple user-created folders
- o Support for attachments.
- o Search engine for messages.
- o Address books
- o HTML email.
- o Ability to download emails to a client (like Outlook Express) later.

The ability to send and receive company email from anywhere in the world means that executives are never out of touch with company mail.

Flexible Commercials

Our commercials are based on bandwidth. This gives you the flexibility and freedom to configure your mail system as per your requirements thus realising the full value of your investment. For instance, the smallest Value Pack gives you a capacity of 25MB mail space with 250MB of data transfer per month for relaying mails. Thus you can allot 25 POP boxes of 1 MB each or 50 POP boxes of 500KB each.

Ever accessible Technical Support

Our Tech Support team is available to you via various media; phone, e-mail, web or snail mail. Our personnel are present in four cities Mumbai, Pune, Delhi and Bangalore. To give you complete peace of mind.

Evaluate and then decide

To ensure peace of mind and comfort, we let our customers evaluate our services for free. This is unparalleled as no ISP like VSNL or Satyam will never let customers do that.

QLC

For the last ten years, we have delivered state of the art e-mail solutions. MailServe comes from the same people who have developed PostMaster, India's leading LAN-based mail server. After interacting with over 4000 customer units, we know how e-mail works and we know how to make e-mail work for you.

MailServe – Evaluation Criteria

You know you need MailServe if any of the following statements describes your need:

- ☐ E-mail is the most important medium of communication for your organization; but users still tend to use the phone to check if e-mail has been received!
- ☐ You need to contact your mail-hosting provider every time someone joins or leaves your organization.
- ☐ Your mail takes too long to download, almost all the time.
- ☐ You encounter mail-sending errors regularly; particularly when you shift the ISP you use to connect.
- ☐ Your traveling colleagues want to access their company e-mail from anywhere when they travel, but you don't know how to do this.
- ☐ There have been too many disruptions of your network due to virus infections, and most of these are due to e-mail borne viruses.
- ☐ You want to standardize e-mail ID's across all your branches, but don't know how this can be done.
- ☐ You feel your organization is not making best use of e-mail.

If one or more of the above statements is applicable to you, then do get in touch and we'll be happy to tell you what more you can achieve with MailServe.

MailServe – Data Transfer Packs

MailServe charges are based on packs that are designed keeping in mind the quantum of annual data traffic you are likely to incur. The data transfer packs are in convenient slab of 2 GB, 3 GB, 4 GB, 5 GB, 10 GB, 15 GB, 25 GB, 30 GB, 40 GB, 50 GB, 75 GB, 100 GB. Customized Data Transfer Packs above 100 GB are also available on request.

Requirement Calculator

Particulars	Value
Mails / Day [A]	500
Avg Mail Size [B]	50 K
Traffic / Day [C=A*B]	25,000 K
Traffic / Month [D=C*30]	750,000 K
Traffic / Annum [E=D*12]	9,000,000 K
Annual Traffic GB [Approx]	9 GB
Recommended Pack	10 GB

MailDirect

Managed E-mail Marketing

Today, one of the most effective marketing vehicles is E-mail. E-mail marketing is cheap, easy to implement and more importantly effective. Using e-mail, you can run promotional campaigns, newsletter subscriptions and discussion groups or simply enhance your levels of customer service with frequent product updates. Responses come instantly as you can embed your communication with links to websites or simply give a reply-to email. MailDirect has been developed to help our customers utilize e-mail as a powerful marketing vehicle.

MailDirect is our 'managed' mailing service which carries out personalized mailing to a large set of recipients. It enables you to run promotional campaigns, newsletter subscriptions, discussion groups, product updates and the like. It lets you manage your opt-in email lists, create campaigns, broadcast email and track responses through in-built Campaign Manager, List Manager and Tracking Manager.

MailDirect is not an application one could purchase and install. It is what we call a 'product-ized' service, or an application service. MailDirect is hosted on our high-end servers which ensure high-speed Internet connectivity, resulting in extremely low delivery times and zero choke of your bandwidth. You only upload your message and the mailing list, all the rest is done through a very intuitive browser-based interface on the server and your email communication campaign is ready to roll.

List Manager

- ☐ Maintain multiple email lists
- ☐ Map recipients to multiple email lists
- ☐ Automatic Bounce Management
- ☐ Master List Management

Campaign Manager

- ☐ Personalization of individual messages
- ☐ Handles HTML / Text messages
- ☐ Preview & Test messages before launch
- ☐ "Intelligent Send" to recipients from Multiple Lists

Tracking Manager

- ☐ Real-time Monitor
- ☐ Reports Bounce Manager
- ☐ Click-through Analysis

MailDirect – Evaluation Criteria

You know you need MailDirect if any of the following statements describes your need:

- ☐ You recognize e-mail as a powerful marketing vehicle
- ☐ You have a fairly large list of subscribers to whom you send mails regularly
- ☐ You want to provide a double opt-in mechanism to your subscribers.
- ☐ You want to track bounces, views and click-throughs statistics.
- ☐ Your lan-based e-mail server simply can not take the load of sending mails in large volumes
- ☐ A small campaign of 50,000 mails takes forever to complete
- ☐ While your campaign mail-shot is in progress, you can not access the Internet or can not do anything else on the machine
- ☐ You have a database of over 300,000 contact details.
- ☐ You View Email in Larger Context Than Just Marketing; You feel that Email marketing technology has enabled marketers like you to deploy sophisticated email communications feedback mechanism for advanced segmentation, personalization, and more.

MailDirect – Data Transfer Packs

MailDirect charges are based on packs that are designed keeping in mind the quantum of quarterly / annual data traffic you are likely to incur. The monthly data transfer packs are in convenient slab of 500 MB, 1 GB, 2 GB, 3 GB, 4 GB, 5 GB, 10 GB, 15 GB, 20 GB. Data Transfer Packs above 20 GB per month are also available on request.

Requirement Calculator

Particulars	Value
List Database Size [A]	100,000
Avg Mail Size [B]	30 K
Traffic / Campaign [C=A*B]	3,000,000 K
Campaigns / Month [D]	6
Traffic / Month [E=C*D]	18,000,000K
MonthlyTraffic GB [Approx]	18 GB
Recommended Pack	20 GB

MailServe-SMS

MailServe-SMS is everything you need for fast, no-frills, no-fuss text messaging. If you can access the Internet through your PC, you can send text messages to any recipient having a mobile phone.

MailServe-SMS is our text messaging service. An in-built tool Web-SMS lets you send text messages from any computer connected to the Internet. Just find a computer connected to the Internet and you will be sending text messages in seconds.

With our India wide coverage, you can keep in touch with friends and family even if you're away from home traveling abroad by sending SMS to them at *Indian rates*.

Moreover once you procure MailServe-SMS packs, you can utilize the same either via MailServe-Web-SMS or even by using the EmailToSMS feature of PostMaster / IQuinox.

MailServe-SMS - Features

- ☐ Assign rights to only specific users to send SMS
- ☐ Monitor SMS Summary to view users' SMS activity details
- ☐ Send SMS to any GSM and select CDMA mobile phone within India
- ☐ Receive replies to the messages sent by Web-SMS directly on your own mobile phone.

Web-SMS Advantages:

- ☐ Allow users to send SMS through QLC's WebMail *anywheremail*.
- ☐ Easy to use - type number and message, click Send.

High Performance Messaging

- ☐ Fast delivery of your messages
- ☐ Reliable and consistent delivery

MailServe-SMS – Packs

MailServe-SMS charges are based on packs that are designed keeping in mind an estimated number of SMS you are likely to send. The MailServe-SMS Packs give you flexibility to use Web-SMS and EmailToSMS

MailServe -SMS packs are in convenient slab of 5,000 SMS Pack, 10,000 SMS-Pack, or 25,000 SMS-Pack. These packs have 12 month validity period.

Domain Registration

MailServe Domain Registration Services provides a quick, efficient and hassle-free registration of both Indian and International domain names.

Domain Registration

Fill up a simple form and we take care of the rest. Within hours you will receive confirmation that the domain you wanted is yours.

DNS Record Maintenance

Not only are the domains registered on your behalf, MailServe DNS servers also main the DNS records on your behalf.

Domain Renewals

MailServe Domain Renewal Alerts ensures that you renew your domain subscription in time. This ensures that you do not loose a valuable brand asset just because you did not remember the expiry date.

Private Domain Registration

Help protect yourself from spammers and telemarketers with private registration. You can keep your domain contact information private.

Domain Locking

Safeguard your domain from hijacking and unauthorized transfers with domain locking. MailServe secures your domain for you.

Starter Web Page

Publish basic information on a placeholder web page — until you're ready to upgrade to a full web site.

Domain Forwarding

Point your new domain name to a web site you already have with domain forwarding. You can point multiple domain names to the same site.

Complete Domain Control

As an advanced user, you can request for edits in your name server records and your MX, A, and CNAME records. This gives you a complete control over your domain. All requests are carried out within twenty four hours.

Domain Registration – Charges

QLC just wants to a facilitator to smoothen out all impediments that our clients may ensure to register domains.

MailServe Domain Registration Services are provided to our clients on a purely no-profit-no-loss basis.

Mobile Marketing

Mobile Marketing has been defined as 'using interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas, thereby generating value for all stakeholders.'

Mobile Marketing is also used to describe marketing on or with a mobile device, such as a mobile phone.

Features Of Mobile Marketing

- ☐ **Personal in nature**
The most important tenet of Mobile Marketing is that it is personal in Nature. A billboard may get attention of a few people, but an SMS will surely grab the customers attention
- ☐ **Actionable**
Imagine an Airline sending the customer quick grab offer on SMS, with a keyword. The customers can immediately act on the message. This allows for immediate information flow back to the marketer
- ☐ **Differentiation**
Differentiate your product from another. Mobile Marketing, due to its high penetration, allows for marketers to achieve differentiation
- ☐ **Viral Marketing**
Making your message stick can also result in viral marketing, or word of mouth marketing. This is only a carry forward of Mobile Marketing's ability to make the message stick
- ☐ **Adapt to change**
The preferences and choice of the customer is susceptible to change. As a result, marketing needs to keep changing its message. To keep pace, marketing needs a tool to reach the customer instantly for which Mobile Marketing is ideal
- ☐ **Reach**
Mobile Marketing guarantees your message reaches the customer and an SMS is sure to be opened and read

Email to SMS Marketing

A relative new entrant to the Mobile Marketing field is the email to SMS (short messaging service) tool. It makes the marketers' task easier as SMS campaigns can be executed with ease and with cost constraints in mind. A plethora of other functionalities like reports, real time monitoring and Bulk SMS make this option a very viable one for most companies.

SMSDirect

So what is SMSDirect? SMSDirect is a service which enables you to send out text messages from your computer. SMSDirect provides the marketer with the option to send an SMS to any mobile in India.

SMSDirect Unique features:

- ☐ **Send Bulk Web SMS**
Send SMS via the internet to 'mobile' customers
- ☐ **Execute SMS Campaigns**
Run an SMS based marketing campaign
- ☐ **QuickSend SMS**
Quickest way of sending SMS where you don't need to type in individual mobile numbers
- ☐ **Reach out to any mobile phone**
SMS any mobile phone in India
- ☐ **Personalize your SMS**
Send personalized SMS with name of the recipient
- ☐ **Reach**
Reach over a 100 million customers all over India
- ☐ **Mobility- Make your message reach the customer at any place**
- ☐ **Personalization**
Personalize your SMS to grab the customer's attention
- ☐ **Cost Effective**
An affordable tool if compared to other modern media.
- ☐ **Two way communication**
Immediate response from customer
- ☐ **Response rates**
Customer will obviously open and read the SMS. SMS response rates are way higher than 6% open rates for email
- ☐ **Time taken**
Get your message across in a matter of minutes

Why Use SMSDirect ?

- ☐ **Broadcasts**
Broadcast a message to your customers.
- ☐ **Mass Alerts**
make the customer aware of things in a jiffy.
- ☐ **Reminders**
Use to remind your customers about important dates
- ☐ **Sales Promotions**
send information about new sales schemes and offers.
- ☐ **Sales Team Communication**
send out messages to field sales people for quicker info disbursement.