

CHANNEL SALES GUIDE: VisNetic MailServer

Updated: September, 2002

Deerfield.com Author: Adam LaFrance
Deerfield.com Technical Contributors: John Grish, Christian Nelson

THE VALUE OF USING A MAIL SERVER

According to IDC, an established technology research firm, the number of business email mailboxes is expected to increase from 469 million in 2002 to 671 million in 2005. This indicates that email has become an integral part of running a successful business. But this introduces another decision for companies to make: Should email services be outsourced, giving up control and flexibility for convenience, or should they be hosted in-house and used as a powerful business tool that is justified by its return on investment?

As a business owner maintaining your own mail servers, you can create mailing lists to market any particular products or services provided by your company. Lists can also be created to provide assistance to customers, or in some cases the lists can even allow the customers to help themselves.

In house mail servers allow you to collect email from a single account and redistribute the email to other email accounts. Elimination of multiple email accounts can provide significant cost savings to companies that normally purchase these email accounts through Internet service providers.

Security is also a growing concern. When you have a third party hosting your email service, this introduces an additional access point that hackers can use to intercept your email. If you're distributing sensitive corporate information via email, the potential exists for hackers to dig up your corporate secrets. Hosting your own mail server eliminates this additional access point.

One of the biggest benefits from hosting your own mail server is the ability to control your own email. You can monitor messages to and from staff to ensure that proprietary information is kept confidential. You can add and remove email accounts as needed without having to go through your ISP and incur additional fees.

WHY SHOULD YOU SELL VISNETIC MAILSERVER?

You can significantly boost profits and maintain high customer satisfaction by reselling VisNetic MailServer. VisNetic MailServer is a multithreaded, multiprocessor capable mail server that supports all of the most widely used mail protocols, including SMTP, POP3, IMAP4, HTTP, and LDAP, each of these protocols can be secured utilizing SSL/TLS. It can accommodate unlimited domains and

accounts and has built-in support for the VisNetic AntiVirus Plug-in. An easy to understand graphical user interface [GUI] and compelling features combine to make VisNetic MailServer a top choice for administrators looking for stability, security, and scalability in email messaging. VisNetic MailServer is also an ideal choice for Internet Service Providers looking to host email services for consumers or businesses. Here are some compelling reasons why customers should use VisNetic MailServer:

- VisNetic MailServer Pro includes a 3-user **VisNetic MailFlow** license. VisNetic MailFlow is a **robust email management system** that creates a framework for successful customer interaction. The system provides:
 - Powerful **email routing** and workflow processing
 - A centralized library of **standard responses** to customer inquiries
 - Automatic **generation** and **tracking** of service incidents
 - Comprehensive **reporting** and analysis
 - Access to customer communications **history**
 - An intuitive, familiar **web-based** interface
 - Robust **security** provisions
 - Integrated **logging, alerting, and reporting**
- VisNetic MailServer's **multiple domain support** allows you to host as many mail domains on a single mail server as needed. You can also set up **remote accounts** to collect mail from a single, catchall POP3 account and use the **domainPOP** feature to automatically forward the messages to the accounts that you have set up under that specific domain. This eliminates the need to purchase multiple email accounts from an Internet Service Provider.
- From the small business with five or six employees, to the full-fledged Internet Service Provider who provides email for tens of thousands of users, this **scalable** mail server has you covered.
- VisNetic MailServer allows you to take advantage of your server's processing power with **multiprocessor support**. You will also benefit from VisNetic MailServer's **load balancing features** to balance the workload between multiple servers.
- VisNetic MailServer's **multithreaded architecture** gives you extremely fast mail transfer rates when compared with other mail servers in its class. Performance is further enhanced when VisNetic MailServer's **Efficient Memory** feature is used to store accounts in the server memory. Send out newsletters to your customer database in a fraction of the time it takes with a single threaded mail server.
- Support for **three different types of databases** gives you flexibility in determining how your accounts are stored:

- **Standard file system** uses the normal default settings.
- **Efficient memory** temporarily stores all accounts in memory. This significantly speeds up the mail server, but requires a large amount of RAM to use it.
- **ODBC database file system** stores all accounts to any ODBC compliant database, including Microsoft SQL, Microsoft Access, MySQL, Oracle and more. Account creation and maintenance can be completely automated by creating customized applications that add and update entries to the database.
- By default, VisNetic MailServer supports **Transaction Layer Security [TLS] secured connections**. When your MailServer connects with another TLS secured VisNetic MailServer, you can securely transfer encrypted files. This means that files cannot be monitored by hackers or unauthorized parties.
- Using VisNetic WebMail, a **web-based mail** service included with VisNetic MailServer, users can access their email using any web browser from anywhere in the world; WAP-enabled, users can also access their email using a cell phone or PDA.

VisNetic MailServer administrators will appreciate the **powerful antivirus protection** in AntiVirus Plug-in for VisNetic MailServer, powered by technology from Kaspersky Labs. Installed at the mail server (i.e. on VisNetic MailServer), rather than dispersed on each client computer like typical antivirus solutions, VisNetic AntiVirus Plug-in is a superior antivirus solution that will proactively secure the network mail stream at the email gateway. VisNetic MailServer is also compatible with most other popular antivirus solutions.

- Secure **web-based administration** is available, based upon different user levels that can be specified for each individual account. Administration is done using the Control service, which runs in addition to the various services run by the mail server engine in VisNetic MailServer. The Control service runs completely separate from the mail server engine. If you have problems with any interface used to configure VisNetic MailServer, you won't have to worry about taking down the mail server. The only service that may be taken down is the Control service. Web-based administration can be done through a browser interface, or the administrator can access the server remotely using the same Configuration utility that is used on the server. The following user profiles are available:
 - **Standard users** have no web-based configuration options available to them.
 - **Self-configurable users** can modify settings based upon their specific accounts only. Configurable settings include password modifications, mail forwarding options, antispam filters, and autoresponder settings.
 - **Domain administrators** can modify settings based on their specified domains only. They can modify all accounts under their domain and create and modify mailing lists.

- **Administrators** have full administrative access to VisNetic MailServer.
- **Antispam and antirelay features** are available to keep spammers at bay. Administrators can set up their own spam filters or they have the option of using Realtime Blackhole Lists. Antirelay features include the ability to force users to POP an account before they can access the SMTP server to ensure that the sender has an account on the server. Administrators can also force users to authenticate to the SMTP server as well as specify which IP addresses are permitted to relay through VisNetic MailServer.
- Administrators can set up flexible **mailing lists**. The MailServer administrator can do administrative tasks or they can be fully automated via email using the fully functional list server features. The lists can also be moderated to ensure responsible posting..

Target Audience

VisNetic MailServer includes many features that appeal to practically any sized business as well as most Internet Service Providers. Easy configuration, stable performance and speedy messaging combine to make this mail server the best choice for network administrators looking to give their users the functionality they need to get the most out of their email experience. Some qualifying questions to ask a network administrator are:

- *Does your company send sensitive information via email on a regular basis?*
- *Would you like to extend your company image and branding by implementing your own domain name, like name@company.com?*
- *Would you like to market to your customer database quickly and efficiently?*
- *Would you like to have the ability for employees to access their corporate email regardless of physical location?*

Sales Scenarios

Your customers can benefit from VisNetic MailServer in a variety of ways, which create the following sales scenarios:

Small to medium businesses can benefit from VisNetic MailServer's core features. Here are some features that small to medium business owners may be looking for:

- **Inexpensive email access.** Use VisNetic MailServer's Domain POP option in conjunction with the Remote Accounts feature to give email access to all of your employees using one single email account from your Internet Service Provider.

- *Virus protection.* VisNetic AntiVirus Plug-in for VisNetic MailServer gives your network protection using proven antivirus technology powered by the renowned antivirus experts at Kaspersky Labs.
- *Block spam.* Block spam at the server level by setting up spam filters. For even more complete spam protection, use Realtime Blackhole Lists that feature continuously updated lists of spammers and relayers.
- *Prevent relaying.* Keep spammers from relaying through your mail server by using the POP before SMTP feature. Other antirelay features include forced SMTP authentication and allowing SMTP relaying through specific IP addresses only.
- *Check email from anywhere.* Use VisNetic WebMail to give users access to their email using any web browser from any location in the world. Because VisNetic WebMail is WAP-enabled you can even check your email using a PDA or cell phone.

Large/enterprise businesses can benefit by taking advantage of the same features that small to medium sized businesses use. In addition, larger corporations may find the following options appealing:

- *True scalability.* Large corporations can benefit from VisNetic MailServer's ability to support a large number of accounts. VisNetic MailServer takes full advantage of computers that use multiple processors to handle larger tasks. Using VisNetic MailServer's load balancing capabilities, the workload of running the mail server can be balanced between multiple server machines.
- *Completely secured connections.* Corporations with branch offices can set up a server at each location to take advantage of VisNetic MailServer's TLS secured connection feature. All transactions between secured mail servers will be (by default) encrypted via TLS, ensuring that hackers or any other unauthorized parties cannot view the files. TLS is a very effective means of securing your customer's private corporate information.

Internet Service Providers will find VisNetic MailServer's scalability and web-based email of interest, as well as the following:

- *User configurable remote access.* ISP's can set up user accounts so that the users can configure passwords, forwarding options, spam filters, auto responders, and more. Domain administrator accounts can also be configured to give access to administrative features for specified domains. They can modify all accounts under their domain and create and modify mailing lists.
- *High-speed performance.* Using VisNetic MailServer's Efficient Memory feature, user accounts can be temporarily stored in the server computer's RAM. Because nothing is being written to the server's disk drive, server performance is significantly enhanced.

Overcoming Objections

Why should I host my own mail server?

You can eliminate multiple email accounts from your ISP, which will save you money long term. You can also eliminate unnecessary access points when sending and receiving email messages, thus ensuring better email security. Many mail servers allow you to set up a list server. A list server can give you a tool to help out customers or provide a means for them to help themselves. Hosting your own mail server gives you control over your email. You can add and remove email accounts as they are required instead of waiting for your ISP to do it. You can also monitor email traffic to make sure employees are being productive and to ensure that no sensitive corporate data is being passed via email.

I already have a mail server. Why should I move to VisNetic MailServer?

Some mail servers on the market today are single threaded. This means lower performance from your mail server. If you send large amounts of email out simultaneously, this slow performance will severely impact the speed at which tasks are accomplished. VisNetic MailServer's multithreaded architecture significantly enhances mail server performance. Mass emails can be sent up to six times faster than they would on a single threaded mail server. You can also use VisNetic MailServer's efficient memory feature to further enhance performance. If email security is a priority, consider VisNetic MailServer. TLS encrypted POP3 and SMTP connections ensure that no one else will be able to view your sensitive data, even if the messages are intercepted at some point during the transmission of the message.

I already have a mail server. I don't want to have to recreate my accounts and user settings.

You can use the Migration Tool to move all domains, user accounts, and messages over to your VisNetic MailServer. This tool will work with any mail server.

TECHNICAL SPECIFICATIONS

Required Software

VisNetic MailServer Supports all Windows platforms:

- Windows XP, 2000 Server, 2000 Professional, NT4 Server, NT4 WorkStation:
 - Runs as a service
- Windows 95, Windows 98, Windows Me:
 - Runs in the system tray

Only TCP/IP is required to use VisNetic MailServer on a LAN for local email solution (Office Network).

At a minimum, VisNetic MailServer requires at least a 166 Mhz processor with 64 MB of RAM.

To use VisNetic MailServer on a LAN and the Internet you will, of course, need access to the Internet and a properly configured MX record for your domain at the DNS server.

Suggested Hardware Configurations:

# of Users (#of domains)	VisNetic MailServer Version	Recommended minimum SW/HW Requirements
1-25 (1 domain)	VisNetic MailServer Plus	W95, W98, WMe, CPU 166Mhz, RAM 64MB
1-250 (Unlimited domains)	VisNetic MailServer Pro	WNT sp6a, W2000 sp2, WXP, CPU 266Mhz, RAM 128 MB
1-500 (Unlimited domains)	VisNetic MailServer Enterprise/ISP*	Use Efficient Memory Mode or ODBC with Microsoft SQL 7 sp3 or SQL2000, WNT sp6a, W2000 sp2, WXP, CPU 750Mhz, RAM 256 MB
1-1000 (Unlimited domains)	VisNetic MailServer Enterprise/ISP*	Use ODBC mode with Microsoft SQL 7 sp3 or SQL2000, WNT sp6a, W2000 sp2, WXP, MULTI CPU 750Mhz, RAM 512 MB, HD - File Server
> 1000 (Unlimited domains)	VisNetic MailServer Enterprise/ISP*	Use LOAD BALANCE to the several PC's with configuration above

*Not yet available

Documentation/Training

The following documentation is available for VisNetic MailServer:

- ☐ Installation instructions
- ☐ Release Notes
- ☐ Product Manual

Ordering Information

VisNetic MailServer licensing is available in three packages: Plus, Professional and Enterprise/ISP. The Plus package targets the small to medium sized business owner who has a relatively smaller number of employees; it is limited to using a single domain. The Professional version of VisNetic MailServer targets the business owner with a larger number of employees. It allows unlimited domains, plus ODBC connectivity and the use of efficient memory to enhance performance. The Enterprise/ISP package targets the larger corporate user or Internet Service Provider who seeks a robust, flexible mail server. It includes the same features

as the Professional version of VisNetic MailServer, plus load-balancing capabilities. VisNetic WebMail is integrated into all versions of VisNetic MailServer.

Server	Domains	Users	Web Mail	ODBC Connectivity	Efficient Memory	Load Balancing
Plus	1	6, 12, 25,50	Yes	No	No	No
Pro	Unlimited	6, 12, 25, 50, 100, 250, 500, 1000, Unlimited	Yes	Yes	Yes	No

Providing Complete Solutions

Antivirus Plug-in. Installed at the server level (i.e. on VisNetic MailServer), rather than dispersed on each client computer like typical antivirus solutions, AntiVirus Plug-in for VisNetic MailServer is a superior antivirus solution that will proactively secure the network at the email gateway.

From Deerfield.com

Deerfield.com is an Internet Software and Solutions provider based in Northern Lower Michigan. The company was formed, and continues to operate, as a privately held company, with collective experience in the computer industry as consultants, marketers, distributors, networking engineers, and technicians.

At Deerfield.com we are actually our own customer, especially when dealing with business development opportunities. This produces a distinct advantage in truly relating to customers. Growing a business in rural Northern Michigan often presents obstacles, each requiring a specialized solution. Because of this, Deerfield.com holds the values of our customers and their needs close to heart when expanding its product suite. We continually learn, through personal experience and open communication with customers, that a solution must:

- Be just that - the resolution to a problem
- Offer easy installation, configuration and administration
- Provide cost effectiveness upfront and future financial benefits
- Through download, be readily available and include ample evaluation of all features

Want to learn more?

To learn more about VisNetic MailServer or other software solutions from Deerfield.com, please logon with your Reseller ID and password at <http://www.deerfield.com/corporate/resellers>. Or, contact a Channel Sales Representative at +1 (989) 732-8856 who will be happy to assist you. To arrange

an onsite visit at Deerfield.com, please ask for Jennifer Buhr, Channel Sales Manager.