



# MAIL IS YOUR KEY SOURCE OF INFORMATION





shipIT

INDUSTRY VIEWPOINT

## INFORMATION IS YOUR KEY COMPANY TREASURE; MAIL IS YOUR KEY SOURCE OF INFORMATION

### TODAY'S KEY BUSINESS DIFFERENTIATOR

Historically, the key assets in the shipping industry have been of a physical nature; vessels, containers, cranes, etc. However, in today's market this has changed. In the global information market of today, the key business differentiator is the knowledge you possess and how efficiently you manage it.

Particularly in the shipping industry, more than 90% of all information is exchanged via emails, and the volumes are growing day by day.

### TOO MUCH TIME SPENT ON READING MAILS

During our daily interaction with the shipping community we experience how companies suffer from old solutions which are not up to date with the today's increasing demands and volumes.

### SHIPIT MARKET STUDY

In a market study based on collective requirements from leading shipping companies, shipIT established an overview of the market and the ability of leading products to support the distinct requirements of the industry.

The conclusion of the study was that one stands out as the one which combines a modern technology platform with sophisticated tools for efficient mail handling, namely BUSINESSMAIL from Fischer & Kern.

Experience shows daily savings of up to 1.5 hours per user from implementing BUSINESSMAIL.

### GROUP BASED

BUSINESSMAIL is built to provide team based communication, allowing each user to have access to one or more addresses. Furthermore, it includes tools to support this way of working, including options to add comments and a readlog.

### REDUCE THE TIME SPENT ON READING MAILS

However, where BUSINESSMAIL really stands out, is through its sophisticated facilities to reduce the time spent on reading mails, such as:

- Supports efficient mail reading by a combination of keywords and views
- Automatic rules can be applied to file or filter mails
- Works from the same client as your standard personal Outlook, including calendar, tasks and address book
- Standard windows user interface and shortcuts. Easy to learn
- Fast searching

### TECHNOLOGY

Seen from an IT administrator's side, the product is fully based on standard MS technology (Exchange, SQL, Outlook), which is compliant with most companies' MS strategy.

### RECOMMENDATION

shipIT would recommend any shipping company to closely evaluate BUSINESSMAIL as their future email solution. We also recommend our free White Paper "Realize the value hidden in your emails"

# EFFICIENT MAIL HANDLING AND KNOWLEDGE SHARING

## BUSINESSMAIL for Microsoft Office Outlook



**BUSINESSMAIL** for Microsoft Outlook makes it possible for a business unit to combine personal and business-related email usage, so that no-one "works alone".

At the same time it is possible for a business unit to handle all incoming and outgoing emails from business partners, while meeting the demand regarding non-deletion of emails and keeping all communication fully traceable.

**BUSINESSMAIL** is an add-in for Microsoft Outlook which, in addition to the standard functionality, provides the employees with an optimized user interface that includes extra functionality for handling all communication with business partners. Microsoft Outlook is by far the most preferred email application, used by employees, for handling personal emails, but it does present some inconveniences for a business unit in handling incoming email correspondence while, at the same time, being Sarbanes-Oxley compliant.

**BUSINESSMAIL** processes all incoming emails by attaching reference numbers and keywords and also synchronizes against a database for quick searches.

The overall solution is based on Microsoft Exchange and Microsoft Outlook and offers a scalable standard email system which makes it possible for suppliers worldwide to provide broad support and solutions regarding consulting, operation, back-up and archiving as well as antivirus and spam filtering services.

**BUSINESSMAIL** is a scalable solution, making it possible for the organization to choose the version that meets their requirements. The solution provides the users with the functionality to quickly overview emails, use of keywords and notes, combined with quick search through large amounts of emails and viewing of emails across business unit queues.

### SYSTEM REQUIREMENTS

**BUSINESSMAIL** supports the following platforms:

- Server: Windows 2003 server or later, Microsoft Exchange 2007/2010, Microsoft SQL server 2005 or later.
- Client: Windows XP (SP3) or later, (Windows 7 is supported), Microsoft Outlook 2007/2010 (only 32-bit).
- Microsoft .NET 3.5/4.0 Framework



### CUSTOMER TESTIMONIAL DS NORDEN

**BUSINESSMAIL** ensures that critical information is available to all employees at the same time, regardless of where in the world they are located. This makes them able to respond to new information, quickly search for relevant cases, and follow up on the progress of these cases, which makes us less dependent on individuals. In our line of business, quick response to emails is very critical and may save us several millions of dollars.

Senior Training Manager  
Michael Steinfeldt  
DS NORDEN





## BUSINESSMAIL FEATURES

- All incoming and outgoing emails are received and sent from the individual business unit
- Rights are assigned to define which users may view emails for the individual business units.
- The user can choose to see email queues across their relevant business units.
- Views are created based on user preferences such as keywords, recipients, sender etc...
- Keywords are automatically assigned via the rules applied for incoming emails and used to filter the emails.
- Keywords may also be assigned manually or via a key combination, which makes adding keywords simple.
- All emails are given a unique reference number and an option to use back reference numbers makes it possible to see the connection between emails and flip through the history in all "related" emails.
- Notes may be attached to all emails with automatic setting of user, date and time.
- Read log makes it possible to see who has read an email in a specific business unit.
- Search for specific emails based on keywords, sent to/from, subject etc.
- If the user wishes to exit the emails, a bookmark setting makes it easy to return to the same email.
- The users can work in the application by using the keyboard and not necessarily using a mouse.
- Integration with archiving systems (e.g. SAPERION), CRM systems, (e.g. Microsoft CRM), PDA, FAX etc..

## TECHNICAL OVERVIEW

Microsoft Exchange Server 2007/2010  
- Store Event  
- Microsoft .NET 3.5/4.0 Framework

Microsoft Outlook 2007/2010 (only 32-bit)  
- BUSINESSMAIL User Add-In  
- Microsoft .NET 3.5/4.0 Framework

