



BUSINESSMAIL

DEPARTMENTS MAY OPTIMISE THEIR EMAIL COMMUNICATION AND KNOWLEDGE SHARING BY USING BUSINESSMAIL FOR MICROSOFT OUTLOOK. THIS WILL ENSURE THAT THE ORGANISATION HAS ACCESS TO ALL COMMUNICATION WITH ITS 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/department in handling incoming email correspondence while, at the same time, having to comply with increasing legal requirements.

The organisation may risk that crucial information will be saved in the employees' personal mailboxes and become unavailable to the other employees, just as it may lose track of the persons responsible for the emails in question.

In addition to this, the employees often spend a lot of time reading emails that are not necessarily relevant to the individual user, just to make sure that no information is lost.

The department's communication e.g. with customers, citizens or business partners is often quite heavy. In several organisations emails are received in department mailboxes from which an individual person distributes the emails or assigns the tasks based on the content of the incoming emails. Of course, this implies a certain amount of filtering of the incoming mail to the individual employees, but the workflow is not efficient and the organisation comes to depend on individuals.

At the same time, email communication is a crucial part of the daily activities of many organisations where it is important to be able to process and handle a large amount of emails. The daily activities are influenced by work pressure and optimising the daily work process and the way the users work with email systems would be a starting point for significant cost-savings.

BUSINESSMAIL makes it possible for a business unit/department 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/department 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 processes all incoming emails by attaching reference numbers and keywords and synchronises against a database for quick searches.

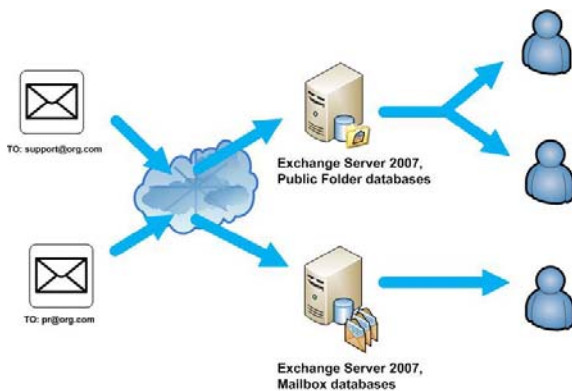
BUSINESSMAIL is an add-in to Microsoft Outlook 2007 which, in addition to standard functionality, provides the employees with an optimised user interface including extra functionality for the handling of all communication with business partners.

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



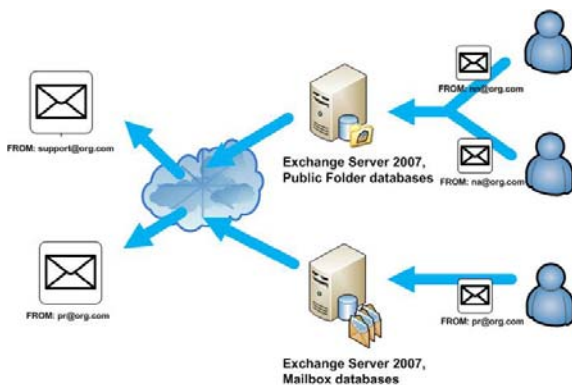
MAIL TO THE FUNCTION BASED MAILBOX

Upon receipt of mail in a function based mailbox, the following scenario takes place:



MAIL FROM THE FUNCTION BASED MAILBOX

Upon sending of mail from a function based mailbox, the following scenario takes place:



BETTER RESOURCE UTILISATION

This improved form of communication provides increased flexibility for the organisation, because inquiries are not replied to as one-to-one communication, but as many-to-one. It also provides a significantly better utilisation of the organisation's resources.

BUSINESSMAIL EDITIONS

BUSINESSMAIL comes in 3 versions with different functionality and scalability. In this way, the individual customers will be able to choose the version that meets their requirements the most.

BUSINESSMAIL BASIC

- All incoming and outgoing emails are received and sent from the individual business unit/department.
- Rights are assigned to define which users may view emails for the individual business units.
- The user may define his/her own views for the emails to be displayed: incoming emails, unprocessed emails, emails within the past 7 days, etc.
- Keywords are used to state the purpose of the email and, contrary to categories in the standard version of Outlook, keywords are fixed and not personal. Keywords are managed centrally.
- Keywords may be assigned manually via a key combination by the users who have rights to do so.
- Notes may be attached to all emails with automatic setting of user, date and time.
- Custom search option of emails, including free-text search, are available based on: Keywords, Sent to, Sent from, Ref. no., Date.
- Searches may be saved per user and thus reapplied.
- If the user wishes to leave his/her emails, the bookmarks make it easy to return to where he/she was.
- The system may be controlled via the keyboard without using the mouse.



BUSINESSMAIL ADVANCED

- BUSINESSMAIL BASIC functionality.
- Automatic assignment of Keywords via rules for sender, subject text and message text ensures that the employees do not have to re-view and distribute all incoming emails.
- Address conversion may be set up so that emails are not sent from an individual person, but e.g. from a business address.
- AutoAnswer option for a business unit ensures that a sender receives a reply with a pre-definable text.
- Option to use BRef numbers so that the user may see the connection between emails and flip through the history in all "related" emails.
- Integration with CRM systems (e.g. Microsoft CRM) for access to Contacts etc... (requires a separate BM module and adjustments).

BUSINESSMAIL ENTERPRISE

- BUSINESSMAIL ADVANCED functionality.
- It is possible to perform quick searches of large amounts of data if the system uses Microsoft SQL.
- The individual user may choose to view emails across several business units/email queues if Microsoft SQL is used.

NOTICEABLE ADVANTAGES

BUSINESSMAIL uses the integrated features of Microsoft Exchange and creates a number of noticeable advantages, the most significant being:

- The mailbox is function based instead of being person based. This embeds the communication of the employees in their organisation.
- Access to the mailbox is ensured no matter where the users are located geographically.
- There will be shared insight into the department correspondence so that all employees will be able to react to an inquiry. All employees will have access to the same information at the same time. All employees will be able to add keywords, flags etc. to their messages in the same way as in their personal mailbox.
- The organisation will become less vulnerable to sickness, absence etc.
- The solution uses the existing email platform.
- BUSINESSMAIL supports handling of emails with digital signature.

PRICES

The price depends on which edition/version of BUSINESSMAIL the customer requires as well as the number of function based mailboxes required by the customer.

We will be happy to send a price list or prepare a specific offer based on the individual customer requirements.

SERVICE AGREEMENT

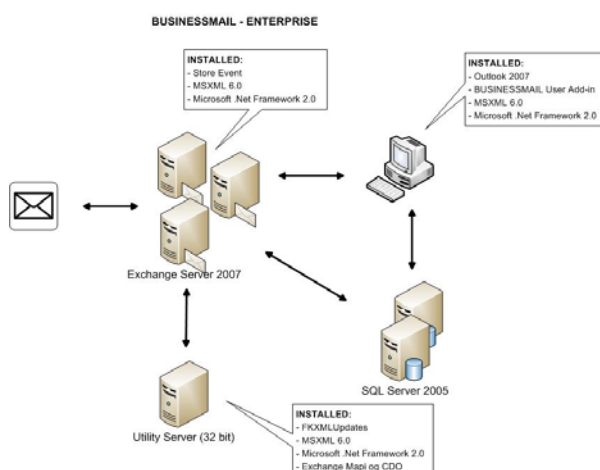
The Service Agreement will provide the customer with phone support and rights for new versions of BUSINESSMAIL at no extra cost. The Service Agreement costs 18 % of the licence price per year.



SYSTEM REQUIREMENTS

BUSINESSMAIL supports the following platforms:

- Server: Windows 2003 server or later, Microsoft Exchange 2007 and 2010, Microsoft SQL server 2005 or later.
- Client: Windows XP (SP3) or later (Windows Vista is not supported), Microsoft Outlook 2007 and 2010.



BUSINESSMAIL ENTERPRISE – technical overview

COMPANY PROFILE

Fischer & Kern has worked with Microsoft Exchange Server since 1994 – almost two years prior to the release of the product. It has provided us with a unique knowledge which our customers will benefit from.

Our experience with Microsoft Outlook and Microsoft Exchange has resulted in a suite of products which are all improving the company's administrative business processes in their own way.

Our vision is to develop and sell administrative IT solutions of high quality and with long lifetime. The products will support the leading technologies in the market and in particular streamline the business processes of the individual organisations.

CONTACT INFORMATION

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