



Improsys's
*Mass Email Management
System*

ADDRESSING THE NEEDS OF CORPORATE ORGANIZATIONS TO UPGRADE PROBLEMS FACED IN BUSINESS IN SENDING HUGE NUMBER OF MAILS AT A TIME .



Improsys.in is solution provider for integrated business, technology and process problems on a global delivery platform.

Improsys is a business improvement solutions organization with focus in the area of systems design, systems development & systems implementation.

Improsys helps organizations to design systems, which connect to the company's vision, goals and objectives.

At Improsys, the emphasis is on putting systems in practice rather than submitting consulting reports.



Improsys's 'Pages List' the leader in email marketing for small businesses . Our web based server allows members to send Unlimited emails per day.

Are you tired of sending huge number of mails or promoting your product with no results? How would you like to wake up each morning only to find your email box filled with orders? That's where we come in. Our email list will allow your business to grow day after day, week after week and month after month.

Email Marketing is the most effective tool you can use as a small and medium sized business owner to not only compete but also surpass big business!

Pages List is an all inclusive email marketing package which allows you to manage your contact lists, create, personalize, send targeted emails and track and analyze the results - so you can reach people faster, more regularly and effectively. All this at a very low cost .

Don't lose any more sales due to lack of follow-ups or through non-communication with your customers!

- You CAN compete!
- You CAN change your strategies quicker and more efficiently.
- You CAN communicate with your customers faster and more personally
- You ARE better equipped to introduce new products/information to your customers than ever before!

Who needs a fully-featured mass mailer?

Whether you run a small business or work in a large company, there always is a problem of communicating with lots of existing customers. It does not matter whether you send newsletters, notifications or invoices; each customer should be served individually. You have to send email messages personally and use customer names and other personal information in your messages. If you use a regular mail client, you know well how long it takes to create a hundred of personal messages. And what if we are talking about thousands of messages? This job would be impossible without using a mass mailer offering message templates and recipient database.

'Pages List' is a software which after installation on your computer operates on sending unlimited mails per day at an instant click of a button by which mail selected is send from our web server to the recipients in the database of the list selected. It saves your precious time spend in marketing your product or sending a particular mail to 'n' number of recipients.

Features of Mass Email Management System:

- The system is very easy to use. Just one click of the button and your message is instantly sent to the full database of recipients present in the list you selected.
- Send messages in HTML Format. You have the option to send messages with pictures, templates, font colors, or anything else you can imagine. However, if you still wish to send in plain text format, not a problem, we also support it.
- Save your messages for future mailings. No need to save your message on your own computer, we supply that service for you. Each time you login your message will be ready to go exactly as you saved it.
- Absolutely no bouncing emails back to your email box. All emails are delivered directly to the recipient's inbox. If any receiving party bounces your mail that recipient is removed from list so that in future mails are not send to the bounced Mail ID.
- All email messages go out directly from our web based server.
- Best of all you will be able to crush your competition with respect to your competitors. So want to make sales without spending an arm and a leg? You just found it.

Summarized Proposal for Improsys 'Pages List':

Option 1: Mass Email Management Software licensed to you.
Sub option: Software will be installed, maintained and operated by you.
Software Price in Rs : 9500.
One time,Installation, Configuration and Training Price in Rs: To be arranged by you.
Monthly Charges for Maintaining and hosting software in Rs: To be arranged by you.

Option 2: Mass Email Management Solutions operated by you.
Sub option: Unlimited Email.
Software Price in Rs : Free.
One time,Installation, Configuration and Training Price in Rs: 12500.
Monthly Charges for Maintaining and hosting software in Rs: 6750.

Option 3: Mass Email Management Solutions operated by you.
Sub option: 200 Email/Hour.
Software Price in Rs : Free.
One time,Installation, Configuration and Training Price in Rs: 12500.
Monthly Charges for Maintaining and hosting software in Rs: 6750

Option 4: Mass Email Management Solutions operated by Improsys.
Sub option: Unlimited Email.
Software Price in Rs : Free.
One time,Installation, Configuration and Training Price in Rs: Will be managed by us.
Monthly Charges for Maintaining and hosting software in Rs: 9750

Option 5: Mass Email Management Solutions operated by Improsys.
Sub option: 200 Email/day.
Software Price in Rs : Free.
One time,Installation, Configuration and Training Price in Rs: Will be managed by us.
Monthly Charges for Maintaining and hosting software in Rs: 4750

Detailed Proposal for each option mentioned above:

Prices for Providing Mass Email Management Software

Option 1: Mass Email Management Software on CD – Price Rs.9500/-

Features:

The software is a **one-way email announcement delivery system**. It is great for newsletters, publicity lists, notifications, and many other uses.

The **Web Interface** lets you write and send messages, and manage email list over the Internet.

After installation of 'PHP list' software, messages **will be send** from our web server, even after you shut down your computer.

100 000 + subscribers. Software is designed in such a way that it can manage lists to which mail is to be send containing hundreds of thousands of subscribers.

No duplicate messages. No 'forgotten' messages. It manages message delivery with a message queue, ensuring that every subscriber gets the email message, and that no subscribers receive two copies, even if they're subscribed to more than one list!

Multiple Subscribe Pages allow you to choose many different combinations of templates, languages, user attributes and lists.

Templates i.e. a common format which is to be repetitively used in sending 'n' number of mails are made according to requirements of user.

Multiple Templates on different subscribe pages can integrate pageslist with several different web sites.

Subscriber Attributes like 'name', 'country', and other personal information, can be done according to requirements. You can specify what information you need to get from users when they subscribe.

User Specific Content. You can use Subscriber Attributes in message content to make each and every email message personalized with the subscribers name, country, or any other attribute.

HTML email messages. Subscribers can be given the choice between text or html email messages. You decide whether subscribers can choose, what the default choice is, and what format a message is sent in: text only, html only, or both!

Subscriber Preferences. Every email message contains personalized URLs for subscribers to update their preferences or unsubscribe. Subscribers can update their own information and keep your database up to date.

The **User Management** tools are excellent to manage and maintain large databases of subscribers.

Bounce Processing keeps your database clean of email addresses that are not in use and which are not in existence.

Attachments can be uploaded and included in messages for download.

PDF messages can be automatically created and sent as attachments to ensure that your message is seen the way it was designed by all your subscribers, regardless of their email message reader.

Batch Processing is useful in shared hosting environments. Set the maximum number of sent messages in a given time period.

Throttling can limit the load on your server so it doesn't overload.

Domain Throttling limits the number of emails to specific domains to keep on the friendly side of their system administrators.

Scheduled Sending let's you tell phplist when the message is to be sent.

Repetition. A message can be repeated automatically to send updated dynamic content and attachments.

Text from HTML. Text email messages are managed and will automatically create a text version of an html message. Optionally the message composer can create it manually.

System Requirements:

Software is developed and tested with the following server software:

GNU/Linux
Apache web server
MySQL database server version 4.0 or higher
PHP versions 4.3.x or higher (IMAP module required for bounce processing)
The setup:
Fedora Core 7
Mysql 5.0.27
PHP 5.2

Prices for Providing Mass Email Management Software

Option 2: Mass Email Management Solutions operated by you for Unlimited Emails Rs. 6750/- per Month

Installation, Configuration and Training of Mass Email Management Software Rs. 12500/-

Features:

Unlimited Emails /day. There will be no restriction on numbers of email to be send as the system will operate from our dedicated server.

20 GB Web space on Internet for your various data.

Unlimited Email accounts for your employees

Scope of Supply

1. Import / export data from Excel to Mass Email management Software **(Unlimited company details/month)**
2. Personalization of Email Content based on Data available in excel sheet **(Unlimited letters/month)**
3. Sending Emails through Mass Email management Software hosted on our dedicated server. **(Unlimited Emails/month)**
4. Email addresses of your company domain name registered with us e.g. yourname@yourcompanyname.com **(Unlimited Emails addresses)**
5. 20 GB Web space on Internet for storing various files /Product photographs/product demonstration vdos etc.
6. Hosting of Mass Email management software on our dedicated server

Prices for Providing Mass Email Management Software

Option 3: Mass Email Management Solutions operated by you for 200 Emails/hour Rs. 950/- per Month

Installation, Configuration and Training of Mass Email Management Software Rs. 37500/-

Scope of Supply

1. Import / export data from Excel to Mass Email management Software
(Unlimited company details/month)
2. Personalization of Email Content based on Data available in excel sheet
(Unlimited letters/month)
3. Sending Emails through Mass Email management Software hosted on our shared server. **(200 Emails/day)**
4. Email addresses of your company domain name registered with us e.g. yourname@yourcompanyname.com **(One Emails address)**

Option 4: Mass Email Management Solutions operated by Improsys for Unlimited Emails Rs. 9750/- per Month

Features:

Unlimited Emails /day. There will be no restriction on numbers of email to be send as the system will operate from our dedicated server.

20 GB Web space on Internet for your various data.

Unlimited Email accounts for your employees

Scope of Supply

1. Data Entry of Email details, company details from exhibition catalogs (3000 company details/month)
2. Import / export data from Excel to Mass Email management Software **(Unlimited company details/month)**
3. Personalization of Email Content based on Data available in excel sheet **(20 letters/month)**
4. Sending Emails through Mass Email management Software hosted on our dedicated server. **(Unlimited Emails/month)**
5. Email addresses of your company domain name registered with us e.g. yourname@yourcompanyname.com **(Unlimited Emails addresses)**
6. 20 GB Web space on Internet for storing various files /Product photographs/product demonstration vdos etc.
7. Hosting of Mass Email management software on our dedicated server

Prerequisites to be supplied by you:

1. Email data of Exhibitions in English readable printed formats
2. Content of the email to be send
3. Personalisation values from company database to be displayed in personalized emails
4. Product photographs, Product demonstration videos if any to be saved on Internet server

Option 5:

Mass Email Management Solutions operated by Improsys for 200 Emails/ Day Rs. 4750/- per Month

Scope of Supply

1. Data Entry of Email details, company details from exhibition catalogs
(3000 company details/month)
2. Import/export data from Excel to Mass Email management Software.
(Unlimited company details/month)
3. Personalization of Email Content based on Data available in excel sheet
(5 letters/month)
4. Sending Emails through Mass Email management Software hosted on our shared server. **(200 Emails/day)**
5. Email addresses of your company domain name registered with us e.g. yourname@yourcompanyname.com **(One Emails address)**

Payments:

1. The payment is to be made in advance for all service activities involved in the project.
2. Wherever monthly payment option is opted, payment of at least 6 months is to be done in advance.

Terms and condition:

1. The Hosting server does not support Spam emails. In order to avoid blacklisting by the International Email Governing bodies the recipient should confirm that he is intended to receive emails from your email id before sending the email to the sender.
2. In case of Spam mails send from your email id, Improsys will not be responsible for any legal action related with Spam emails.
3. Illegal content, photographs transmission via Email management system is strictly prohibited.

