

# ENTEgy<sup>®</sup>

A fusion of design and technology

## Dynamail Overview

Partnering with Vision6

Dynamail overview

Facts sheet

Increasing your message deliverability using Dynamail

Unique open rates by industry

Security overview

Backup information

ABN: 49 340 854 665  
T 1300 730 808  
F 07 3391 7308  
P 568 Vulture St East, East Brisbane Qld 4169  
E PO Box 7190, East Brisbane Qld 4169  
W info@entegy.com.au  
entegy.com.au

# Dynamail overview

## The System Empowers You to...

### Build

#### Quickly build and manage your customer databases

Add online registration forms to your website and watch your customer databases grow with Newsletters, Sales & General Enquiries, and other web based forms.



Lead reports are automatically delivered to you each time someone subscribes to one of your databases.

You can even upload existing databases directly into Dynamail.

### Create

#### Easily create and send eye-catching newsletters and promotions

Modify professionally designed email templates through a unique 'click and replace' system. Adding your content, images and logos has never been easier.



Email & SMS messages can be personalised by inserting first names, company names or any other information contained in your database.

### Send

#### Send targeted communications for increased ROI

The system allows you to profile customers making it easy to send relevant content and offers to specific customer groups (eg. men, women, age, location, product/service).



### Track

#### Efficiently track and analyse results

The system provides full statistical information on every email and SMS sent.

You can view open rates, articles read, links clicked, who forwarded messages to friends & updated their profiles, and manage bounced emails & non existent mobile numbers.



## Who is Doing It Already?

Dynamail is used by 1000s of companies across many industries:

Customers include:

QLD Treasury Dept

Motorline BMW

ABN Amro Asset Management

Royal Children's Hospital

Department of Education and Training

Queensland Rail

Education Queensland

Gold Coast Tourism

Western QBE Insurance

CSIRO

Harcourts Property Consultants

LJ Hooker

IBM

Telstra Shop

Crowne Plaza

Intercontinental Hotels Group

Mercure Hotels

Novotel Brisbane

Seaworld Theme Park

Sheraton Hotel

Warner Bros Movie World

Wet and Wild

WebCentral

Property Council of Australia



# Need more power?

## Create Surveys

Find out what your customers really think. Create, send and capture email & SMS survey results for on or offline analysis.

## Create Online Forms

Warranty forms, Applications forms, Product Enquiry forms and more. This removes the need to double handle data, whilst providing a central data storage facility.

## Update Profiles

Allow database members to update their profile from each email or SMS sent.

## Event Registration

Capture event registration details, confirm their attendance and remind attendees of the upcoming event with nothing more than your Internet browser.

## Trigger Based Messages

Pro-actively communicate with new customers! Design automated messages to be triggered when customers subscribe or enquire via your website.

## Send SMS Messages

- > Staff communication
- > Build customer profiles
- > Appointment reminders
- > Confirm venue details for events
- > Say thank you for a sale
- > Competitions

## SMS Features

- > Send one SMS or thousands instantly
- > Personalise SMS messages to customers
- > Track response rates through live reports
- > View messages as they would appear on numerous handsets

## Data Security

We comply with the Federal Privacy Act and the National Privacy Principles. Our servers are carefully locked away behind several layers of physical and software related security.

## Monthly Access Fee

Email Send Cost	Total Contacts Monthly Fee*
0 - 1,000 .....	\$30
1,001 - 5,000 .....	\$50
5,001 - 15,000 .....	\$90
15,001 - 50,000 .....	\$150

## Email Send Cost

Number of Emails	Cost per Email*
0 - 200 .....	4 cents
201 - 2,000 .....	3 cents
2,001 - 10,000 .....	2 cents
> 10,001 .....	1 cent



**SPAM compliant for your peace of mind**

## CONSENT

Confirm individuals' consent with double opt-in functionality for new and existing subscribers.

## IDENTIFY

A facility to ensure accurate sender information is included at the bottom of all emails.

## UNSUBSCRIBE

Automatic unsubscribe facilities provide you with reports and methods to maintain clean lists even when managing on and offline databases.

## Fact sheet

At Vision 6 we take the protection of your data very seriously. We have numerous systems in place to protect your data, yet we can't tell you what many of these are for security reasons.

As a client of Vision 6, you can rest assured that we secure your information and data with multiple strategies at every possible interval. Below is what we can tell you about our security procedures.

### **Data Integrity**

Your data is stored on a dedicated database server, with redundant copies to ensure integrity and resilience. We have several other measures in place to ensure that any system failures won't affect the integrity of your data.

### **Backups**

Backups of your data are made every 24hrs and stored on devices protected by industry standard encryption, stored in local as well as off-site locations.

### **Account Security**

We ensure the security of your account with features such as access restrictions, network security checks and password management processes.

### **Credit Card Encryption**

Vision 6 adheres to industry standards and guidelines surrounding collection and storage of credit card details. All details are encrypted and stored in a separate secure system to ensure confidentiality.

### **Network Security**

Highly restrictive firewalls are employed to guard system access, both internally and externally.

### **Physical Security**

All servers are housed at a state-of-the-art data centre which can only be accessed by authorized Vision 6 Engineers.

### **Internal Security**

We have very strict internal security procedures including various physical security measures, Anti-virus and spam filtering, firewalls, network security and operating system security.

### **Government Approved Supplier**

Vision 6 is a Government Information Technology and Communications (GITC) approved supplier. The GITC is a framework of standard legal documentation that is designed to assist government buyers and industry suppliers to develop contracts for the supply of information and communications technology (ICT) products and services in the most efficient and effective manner. For more information see: <http://www.gitc.finance.gov.au/>



# Increasing your message deliverability using Dynamail

The System has been designed to help you maximise your online marketing efforts and communication requirements.

Part of maximising your efforts is to ensure each message has the greatest chance of being delivered to your intended recipients.

The following sections outline how The System can help improve your message delivery:

## **Avoid SPAM Filters**

When sending more than a handful of emails through applications such as Outlook or Lotus Notes, businesses typically use the To, Cc (Carbon Copy) or Bcc (Blind Carbon Copy) function.

Unfortunately, certain Spam filters register these emails as Spam. This is due to the sender using their email address for both the From and To fields in the email.

For example: From: sender@xyzcompany.com To: sender@xyzcompany.com where the actual recipients are 'hidden' as Blind Carbon Copies.

Using the To or Cc function also exposes your recipient list to every other recipient. This practice is not recommended and may infringe on privacy legislation.

The System sends your emails directly to each recipients personal email address, without the need for a Cc or Bcc function, avoiding spam filters whilst protecting the privacy of your recipients.

## **Free Your Network and Inbox**

If you send out 5,000 emails and 500 emails bounce, you will receive 500 emails back to your computer as bounce messages. These bounced emails can clog up your network and take an enormous amount of your time to filter, update and/or delete.

The System has been designed to monitor and manage all bounced email addresses, completely eliminating the negative effect on your network and Inbox.

The System also enables you to effectively manage all undelivered emails making it easy to remove or correct invalid email addresses and resend as required.

## **Avoid Disconnection**

Many ISPs (Internet Service Providers) have an acceptable use policy which limits the number of emails you can send at any one time. As with the example above, ISPs also dislike having to receive and re-distribute (typically to your inbox) 500 bounce backs.

We have has a commercial grade licence which allows us to deliver large volumes of messages on your behalf. When using The System you no longer have to worry about being disconnected or being reported as a spammer by your ISP.

## **Dedicated Delivery Infrastructure**

All The System emails are delivered through high performance servers.

Their infrastructure ensures your emails are sent from reputable sources increasing the chance of your message reaching your intended recipients.

## **Minimise the Chances of Blacklisting**

Blacklisting is what occurs when your IP address or other identifying email content is blocked by receiving ISPs. This means that any future mailings to recipients who subscribe via that ISP will not receive your messages.

Due to The System's static location on the internet, emails sent via our systems are normally regarded as legitimate.

When sending direct from a Cable, ADSL or dialup connection, you are typically sending from a dynamic location (IP address). That is, each time you log onto the Internet your IP address may have changed.

ISPs are cautious of dynamic IP addresses, some of which may have previously been used by spammers. This increases the likelihood of your messages being blocked by these ISPs.

## **Optimised Email Construction**

We have optimised the construction of HTML formatted emails and their 'hidden' email content. This ensures your email is both displayed as intended and has the best chance of being delivered.

Hidden email content exists in every email and is what 'talks' to ISPs enabling the ISP to, among other things, determine whether the email is legitimate or not.

HTML emails which are constructed using third party software applications, such as Dreamweaver, often conflict with email applications such as Outlook and do not display correctly, or at all.

The System helps you easily create well formatted HTML emails with our unique click and replace wizard.

## Unique open rates by industry

This table displays Unique Open Rates for emails sent by key industry sectors for H2 2009 and H1 2010.

The industry with the highest Unique Open Rates for H1 2010 was Mining/Oil/Gas which may in part be due to the increase in general interest in mining during the BP oil crisis.

- Construction took over Sales and Marketing as the industry with the lowest open rate of 14.45%.
- Legal experienced the largest increase in unique open rates - 7.75% overall.

Half 2 - 2009: Left Column
Half 1 - 2010: Right Column
Open Rates Increase: <span style="color: green;">█</span>
Open Rates Decrease: <span style="color: red;">█</span>

Industry	Open Rate H2 2009 (%)	Open Rate H1 2010 (%)	% Change H2 2009 to H1 2010
Mining/Oil/Gas	33.24	38.01	4.77
Legal	24.79	32.54	7.75
Government/Defence	34.77	30.37	4.4
Accounting	31.30	30.28	1.02
Insurance and Superannuation	28.57	29.81	1.24
Call Centre/Customer Service	30.25	28.07	2.18
Primary Industry	31.78	28.43	3.35
Manufacturing/Operations	27.13	28.39	1.26
Banking and Financial Services	29.91	27.68	2.23
Real Estate and Property	25.44	26.09	0.65
Trades and Services	27.04	25.22	1.82
Retail and Consumer Products	24.77	25.01	0.24
Education and Training	25.26	23.85	1.41
Engineering	24.89	23.49	1.4
Advertising/Media/Entertainment	26.45	22.86	3.59
Transport and Logistics	26.94	22.81	4.13
IT and Telecommunications	20.44	22.38	1.94
Hospitality and Tourism	22.61	22.26	0.35
Administration	27.84	22.09	5.75
Other	22.80	21.69	1.11
Community and Sport	22.37	21.49	0.88
Consulting and Corporate Strategy	24.15	20.91	3.24
Health care and medical	21.39	19.97	1.42
Human Resources and Recruitment	21.90	18.79	3.11
Science and Technology	17.56	18.24	0.68
Sales and Marketing	17.26	18.21	0.95
Construction	19.21	14.45	4.76

# Vision6 security overview

## Physical Security

The Vision 6 production server “cluster” is housed in the PIPE Networks Data Centre in Creek Street, Brisbane.

Each server is housed in a secure dedicated cabinet, along with locked bezels protecting power switches and CD drives.

Access to the Data Centre is via Swipe Card and Access code; these are securely stored in a locked fireproof safe when not in use.

24hr security cameras are operational in the data centre.

## Network Security

Each server deployed in the Data Centre is configured with highly restrictive incoming and outgoing firewalls.

No server is allowed to connect to another network location over any protocol or transport, unless it is a critical service. For example, Web Servers must be able to connect to the Database Server, or the Utility Server must connect to the Mail server.

Secure SSH access has been moved to a non standard port to minimise “tampering” from 3rd parties and vulnerability scanners.

Multiple physical network connections are connected to the cluster, from separate network switches on separate networks. These provide redundant routes to the cluster in the case of any link failure.

## Operating System Security

Each Server is installed with the minimum software required to perform their specific duties, this limits the chance of a server requiring security updates for unused software.

User access is restricted to authorised System Administrators at Vision 6, and Administration tasks are logged, tracked and reported on daily.

## Application Security

Vision 6 applications are secured in several ways:

Session Security is implemented by locking sessions down to User Agent and IP, network Session Security and country level, minimising the risk of Session Hijacking.

Session Fixation is prevented by spawning unique Session Id when creating a session.

SQL Injection is prevented by use of SQL Objects, strict development procedures, and our standard UI Objects, which have data integrity checking and built in protection.

User input is sanitised before display to prevent Cross Site Scripting.

# Backup information

## Data to Be Backed Up

The components that make up the business critical data that define the vision6 system are as follows

- Database data. This is the data contained in the vision6 database systems
- User data. This is the undefined data blobs which are typically uploaded or created by users in the Dynamail system. Examples of this type of data include images, emails, and any document files uploaded through the file manager interface

## Backup Process for Database Data

The database data is currently backed up in four different ways

1. The vision6 database is replicated using database level replication to a slave database server. This provides immediate backup and failover in case of failure on the primary database server.
2. Nightly backups are taken from the slave database server and are stored on our backup server located in the primary cluster. This gives us historical backup data in case restoration of lost data is needed onto the primary database.
3. We also offer a 120 day backup service to specified customers where we back up the core system portion of the database as well as the clients data from the entire database which is backed up to our backup server located on the primary cluster
4. Periodically database backups are put onto an encrypted portable storage device to be taken and stored off site

## Backup Process for User Data

The user data is currently backed up in three different ways

1. Nightly this data is backed up from our primary cluster to a secure server located in the Vision6 main office.
2. Weekly backups are taken from the Vision6 local servers to an encrypted portable storage device to be taken and stored off site (rotated fortnightly)

## Technical Information

With more than 25 million data records and 7000+ client campaigns per week, the Dynamail platform manages the delivery of more than 10 million messages each month and is currently the most widely used eMarketing system in Australia which is testament to its high level of security, robustness and advanced functionality.

Supported by a team of world class developers and undergoing continual feature additions, Dynamail is also recognised as one of the most technically progressive platforms in the market.

Servers: Pipe networks – Brisbane

Database: MySQL

Language: PHP

Security: SSL encryption

Platform Ind.: Linux, Solaris, Windows

Send Capacity: 1 million+ emails per send

Ave Send Speed: 30+ emails/second  
(variable)

Other: API documentation available for integration and customisation purposes

Dedicated client server solutions available