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email more valuable



It's All About the Backend

The Differences and Superiority of eStationer vs. HTML Templates.

We are often asked “Why use eStationer instead of just developing HTML templates that can be locally installed in Microsoft Outlook^{®1} or some other template-friendly email program?”. This is a good question which deserves a great answer.

Server-based technology allows central control and formatting of all company email on-the-fly.

eStationer technology is much more than just email stationery templates. In fact, eStationer is really about enhancing all company email *dynamically* in real time. While eStationer does produce, store and auto-provision company eStationery, this is but only one aspect of its technology. eStationer goes far beyond eStationery templates by providing powerful tools that render your entire email system into a new form of company owned and controlled media.

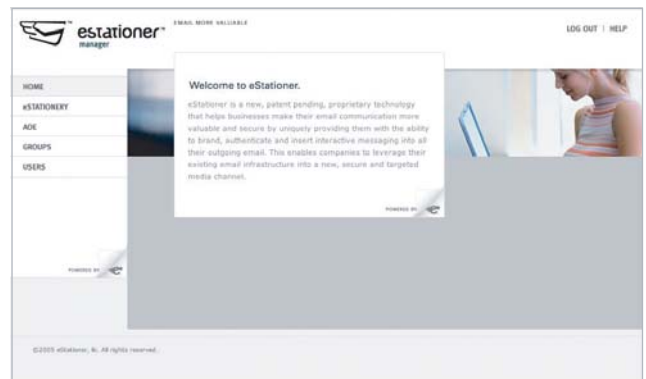
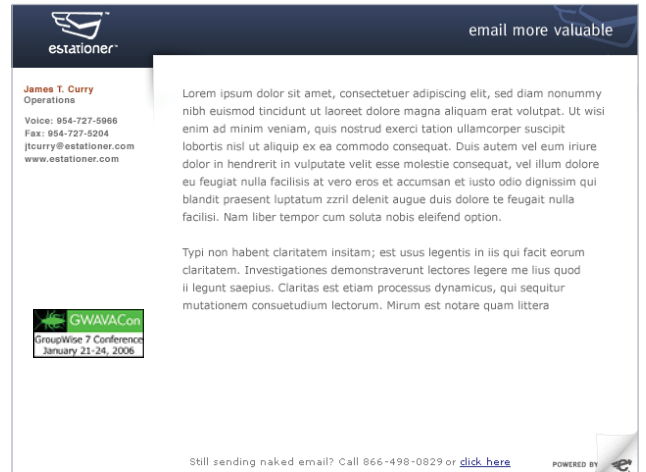
Superiority of Server-Based Email Technology

Because eStationer is a server-based technology, eStationer provides many powerful, unique and valuable advantages that are impossible to produce with locally installed email templates (i.e., HTML email templates that are distributed and installed within an email program on each company PC individually).

eStationer allows a corporation to easily provide consistent branding, manage online Advertising Over Email™ (AOE) and personalize contact information for all company email on-the-fly. In addition, templates can be updated to reflect the season, promotions, limited offers or PR communication within minutes for ALL employees.

With the centralized control of eStationer, a System Administrator and/or Marketing Communications Professional controls and manages all the company’s eStationery tools centrally via the powerful eStationer Manager web interface. The local user has no access to the system, thereby allowing you to enforce your company brand and keep email templates up-to-date and consistent.

This centralized approach empowers the Administrator to provision, store, change and assign numerous eStationery designs at any number of scales within the company such as division, department, geography, office, group, user, etc. These designs can be changed when necessary with no end-user involvement.



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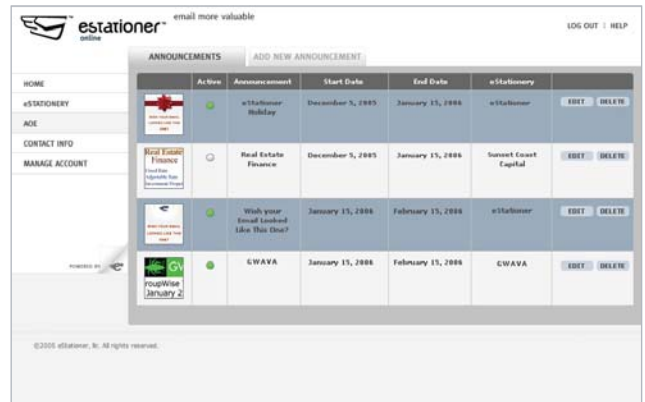
¹ Microsoft and Outlook are registered trademarks of Microsoft Corporation.



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Additionally, the Marketing Professional can access eStationer's Advertising Over Email (AOE) interface within eStationer Manager to run highly targeted and measurable interactive advertising campaigns that are equally scalable. AOE running over all the company's outgoing email produces thousands of high-value advertising impressions that can either be used by the company or sold to pre-approved outside advertisers to generate significant new revenue.




Why eStationer is Vastly Superior to Locally Installed HTML Templates:

Advantage	eStationer	HTML Email Template
Send email using company letterhead templates	•	•
Insert interactive advertising into all outgoing mail on a scalable basis	•	
Format all replies and forwards into company eStationery letterhead	•	
Format emails sent by phone or PDA into company eStationery letterhead	•	
Automatically personalize each outgoing mail based on each individual sender's personal contact information	•	
Change predetermined sections of all or part of company-wide eStationery on-the-fly	•	
Centrally store, assign and control all company eStationery for all users, requiring zero local installation	•	
Achieve email multi-system compatibility across the company	•	
Require zero end-user training or involvement	•	

Why eStationer is Far Easier to Manage than Locally Installed HTML Templates:

Steps	eStationer	HTML Email Template
Design template	Done by eStationer	Required
Code template	Done by eStationer	Required
Distribute and install template on every individual PC	Not Required	Required
Train users to use template	Not Required	Required
For changes, redistribute and reinstall on every individual PC	Not Required	Required
Personalize each individual template	Automatic	Manual Process

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eStationer Advantage vs. HTML Templates In More Detail:

eStationer [Manager](#)

A powerful central web interface, eStationer Manager allows central control, formatting and enhancement of all company email on-the-fly across the entire company email system regardless of user location.

Advertising [Over Email™ \(AOE\)](#)

Rich, interactive and highly measurable Advertising Over Email (AOE) is inserted into every outgoing email on an infinitely scalable and segmented basis.

Reply & Forward [Formatting](#)

When replying to or forwarding emails, each message is formatted with company eStationery. This is not possible in currently available email systems using locally installed templates—upon reply and forward the formatting is lost.

Format Emails [Sent by Phone or PDA](#)

When sent from phone, PDA or handheld device, emails are formatted with company eStationery. This is not possible using locally installed HTML templates—formatting is not present when email is sent.

Dynamic Central [Control, Formatting & Enhancement](#)

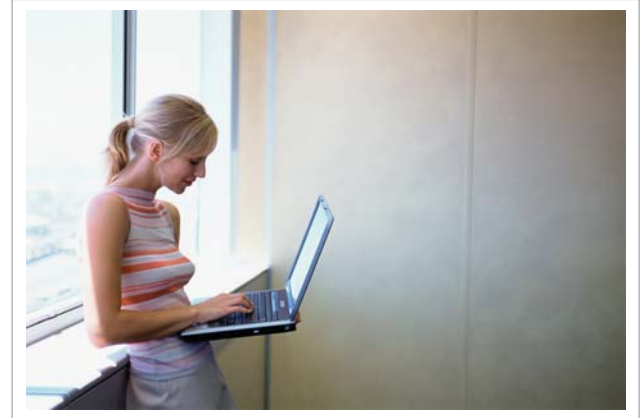
- **Auto-Personalization** by which each user's contact information is automatically personalized based on the sender. Can be easily changed when necessary.
- **Central Provisioning** of all company eStationery on a user-by-user basis eliminating the need to install and maintain individual templates on every local PC.
- **Dynamic Content Management** by which corporate identity and/or message can be altered on-the-fly across the entire company's eStationery without installing new templates on every local PC or involving the end-user.
- **Secure Control** of all company eStationery guaranteeing consistent corporate identity standards across all email communication. Eliminates individual user changes or interference.
- **Central Storage and Assignment** of multiple company eStationery designs on-the-fly based on geography, division, user, etc.

Compatibility [Across the Enterprise](#)

Company eStationery is available across multiple email systems that may be running in the same company. This is critical as not all email systems even allow the use of local templates.

Zero [End-User Training](#)

User simply uses their email as they normally would and eStationer does all the rest in the background. In fact, the end-user does not control eStationer whatsoever.



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