

## Mail2World for ISPs, MNOs and MSOs

### SHARPEN YOUR COMPETITIVE EDGE WITH MAIL2WORLD SERVICES

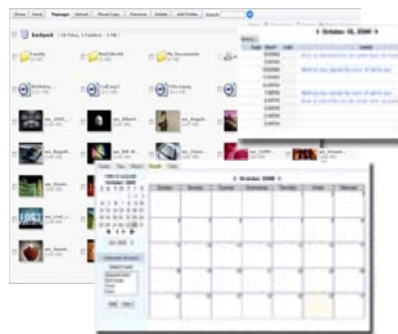
The market is shifting for service providers. Acquisition costs are increasing, customer data usage continues to grow and numerous social applications and offerings are vying for users' attention. At the same time, customers are demanding social applications and tools to enhance their Internet experience and simplify their ability to interact with and acquire relevant information.

As the user's initial point of entry to the Internet, Internet service providers (ISPs), mobile network operators (MNOs) and multiple system operators (MSOs) are in a unique position to capture user attention and fulfill customer demands. By delivering Mail2World's compelling, feature-rich messaging and collaboration solutions to users as part of a suite of branded communication services, service providers can build customer loyalty, increase subscriber ARPU and reduce churn.

Designed and architected specifically for high-volume service providers and their consumer/residential and business customers, our Messaging Hosting Platform™ is scalable, robust, highly secure and fully customizable—yet simple and rapid to deploy. Mail2World's flexible architecture allows service providers to define modular feature components for existing or new customer bundles and create new solution offerings. Our API support provides seamless integration of our messaging technology into existing systems, including provisioning, billing, support and customer store front.

By outsourcing to Mail2World, an expert in hosted messaging, there's no hardware or software to purchase, install or maintain. In place of those expenses, you pay only an affordable, predictable monthly fee. In addition, you enable your organization to refocus internal resources on core applications and more strategic initiatives.

### HIGHLIGHTS OF M2W FOR ISPS, MNOS AND MSOS



#### Webmail and Mobile Access

Meet demand from consumers and business customers for anywhere, anytime access to email, Contacts, Calendar, Tasks, Notes, documents and more via the Internet from a PC or WAP-enabled phone or PDA.

#### Brandable Interface

Provide a fully customizable email interface to build customer loyalty, increase ARPU and reduce churn. Incorporate links on the email interface to other sections of your site and to information relevant to your customers.

#### Email-2-SMS

Users can send text messages directly from the email interface to other users worldwide to increase immediacy and accuracy. Includes global coverage (450+ networks) and Unicode 16-bit support (French, Chinese, etc.).

#### Shared Calendar

Easy-to-use event scheduling can be shared through free/busy status, viewing rights and multiple views. Email integration with Accept, Decline and Undecided options. Includes Reminders, Alerts, Notes and Task Manager.

#### Store and Share Information

The Mail2World File Cabinet allows customers to create shared folders. Business customers can use them to connect regions, departments or teams. Consumers can share photos, music, videos and documents with family and friends.

#### Synchronized Applications

Mail2World's dynamic Mobile Sync and Mobile Data Backup are optional services that synchronize and restore "over the air" virtually ANY type of data from the user's mobile device, including images, videos, music, Contacts, Calendar, Notes, Tasks, SMS and documents.

## FEATURE HIGHLIGHTS

- Increase customer loyalty with the richest Webmail and mobile mail feature set in the industry.
- Provide your business customers with enterprise-level messaging and high-end collaboration features.
- REST and http APIs enable full customization and seamless integration of messaging and collaborative technology into your existing environment.
- Our messaging platform was designed and developed using industry standard, advanced Web technologies (Web 2.0, AJAX, ASP.NET 2.0, RSS/ATOM, iCal).
- Carrier-grade architecture and infrastructure let Mail2World manage a service provider's messaging platform in accordance with strict, contractual SLAs.
- Our custom-engineered messaging platform is designed to handle tens of millions of mailboxes.
- Mail2World's industrial-strength, anti-spam and anti-virus filters protect your email network at the gateway.
- Our messaging and collaboration technology integrates seamlessly with your SMSC Gateway to provide seamless communication for users and flexibility to create new compelling messaging offerings.
- Generate additional revenue from your existing broadband and data packages by bundling additional services, such as Mobile Sync, Mobile Data Backup, SMS Forwarding, Email-to-SMS Text Messaging and Premium Mail upgrades.
- Strengthen customer communication and efforts to promote your own services through Mail2World's customized welcome and landing pages, pre-populated calendar, automated reminders, banner ad placements and more.
- Our 24x7x365 technical support is backed up by extensive support documentation as well as a convenient, multilingual, online support ticketing system.



## Take the Next Step

For complete information about how Mail2World can create a better messaging solution for your organization visit our Web site at [www.mail2world.net](http://www.mail2world.net) or call us at **888.448.6665**



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## ABOUT MAIL2WORLD

Mail2World delivers and supports an award-winning suite of carrier-class, Web-based, private-label messaging and collaboration services. With the richest feature set in the industry, Mail2World's customer base includes hundreds of reputable brands and prominent organizations from around the world, such as publicly-traded corporations, telecom carriers, mobile operators, and some of the most-recognized universities and online social portals.