

Mirapoint Delivers Alumni Email for Life

Secure Messaging Simplified™

“WE USE EMAIL AS OUR PRIMARY AVENUE OF COMMUNICATION WITH ALUMNI. IT’S A SIGNIFICANT PART OF OUR DONATION INITIATIVES. WE THINK THE EFFORT OF PROVIDING THEM WITH A REAL EMAIL ADDRESS IS TRIVIAL IN THE LONG TERM.”

Mike Briggs, Director of Information Technology Operations, George Washington School of Law

SOLUTIONS BRIEF | EDUCATION

- Provide scalable, cost-effective email for life for alumni with seamless portal integration
- Strengthen university brand and build lifelong relationships
- Reduce costs communicating via email rather than U.S. Postal Service
- Ensure more effective communication with 100% delivery of emails, with return receipt confirmation
- Drive additional revenue through alumni donations

Effectively building an alumni community through messaging services

Alumni are one of the most important assets a university or college has, providing input into school policy through formal association or individually, as life-long boosters of the school, as mentors to current students and recent graduates, and as valued contributors to endowments.

Building and sustaining a strong and active alumni community depends on establishing and maintaining effective, interactive communication with former graduates. Direct mailings of printed material for distributing information about activities and soliciting donations can be costly for alumni associations. Many rely on purchased or internally maintained email address lists. But alumni, like most email users, change jobs, change email addresses, let their free email accounts fill up, or simply stop using them. One school reported that 30 percent of the emails they sent to their alumni list bounced back, undelivered.

Mirapoint’s reliable, easy-to-manage messaging infrastructure can deliver cost-effective alumni email solutions

Mirapoint, the leading email appliance vendor in the education market, offers messaging solutions that help universities and colleges build strong alumni communities through cost-effective alumni email for life. Mirapoint’s appliance-based approach makes managing email easier, removing the burdens and costs that hindered educational institutions from offering email for life in the past. Whether through a standalone or shared Mirapoint email system on campus, or through a hosted Mirapoint solution, schools can offer alumni email addresses that last a lifetime.

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Alumni email for life gives alumni a convenient and permanent email that they can rely on. Even if they move or change jobs, they never have to worry about losing email or having to give friends, colleagues, or other alumni their new email address. For the school, it means guaranteed 100 percent delivery of email-zero bounce-backs.

Easily accessible via webmail through a customizable portal, alumni email builds a closer and lasting relationship with the school, and also provides an opportunity for the alumni board to deliver information to users on the portal that doesn't get lost in their inbox. Sharing similar domains additionally encourages communication between alumni, further fostering a community environment. And, as regular users of alumni mail, graduates are more likely to contribute to endowments.

Reliable, secure, scalable, and cost-effective messaging solution

Mirapoint is an excellent choice for supporting alumni email for life with its unmatched reliability, scalability to millions of users, hardened OS, integrated spam filtering and virus protection, address book, and calendaring features. Mirapoint solutions are designed to meet the demands of alumni mail by providing:

- Proven five-nines reliability (less than 6 minutes of downtime per year)
- Cost-effective scalability to easily add more users
- Seamless integration with existing alumni portal
- SMTP-layer edge blocking reducing unwanted message traffic by 60-80 percent
- 98 percent catch-rates with virtually zero false positives
- Integrated zero-hour virus scanning technology
- Outbound content filtering for policy enforcement
- Secure, hardened operating system with no known exploits for extra protection against hackers
- Sender authentication to assure messages from unauthorized sources never enter the network
- Standards-based architecture works with major email clients (Outlook, Eudora, Netscape, etc.), legacy email applications, directory servers and storage options
- Collaborative service including calendaring, group scheduling, address book and to-do lists
- Microsoft Outlook synchronization for a seamless end-user transition

Integrated, Secure Messaging Appliances

Message Server. Mirapoint's appliance-based Message Server provides 99.999 percent availability with exceptionally high performance. Users can access their email from any desktop via a secure, web-based interface, or via any standards-based email client including Outlook. In addition to its email functionality, the Message Server also provides easy-to-use collaboration tools, including group calendaring, scheduling and address book.

RazorGate. Mirapoint's RazorGate appliance is an award-winning security appliance that incorporates everything you need to ensure the security of your email network. It blocks spam, protects against viruses, and filters content for both inbound and outbound messages. RazorGate is also a powerful router that can be used as a front end to integrate heterogeneous email systems.

Mirapoint is the leading choice when it comes to email on campus with over 250 colleges and universities standardized on Mirapoint today.

About Mirapoint

Mirapoint® is the market leader in appliance-based solutions for secure message networks in enterprise, service provider, and education organizations, with more than 115 million mailboxes served and secured worldwide. Customers use Mirapoint appliances including the Message Server mail appliance and RazorGate mail security appliance to build the messaging infrastructure that intelligently serves, secures and manages email. Mirapoint is headquartered in Sunnyvale, California, with offices throughout North America, Europe and Asia. For more information on Mirapoint, visit its Website at www.mirapoint.com.

To learn more or to request a free evaluation, call us at (800) 937-8118 or email info@mirapoint.com