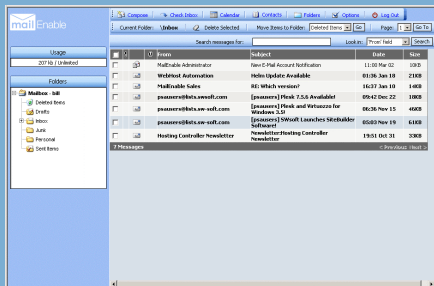


Introduction

One of the challenges faced by hosting companies is to keep the cost of entry-level services low to encourage customer uptake in a highly competitive market.

MailEnable can assist hosting companies to keep their base offering as competitive as possible by providing low cost, or even no cost, email services to their customers.



Why pre-install MailEnable Standard Edition on dedicated servers?

MailEnable Standard Edition is a fully functional POP/SMTP mail server. MailEnable's licensing model for Standard Edition allows hosting companies to provide mail services for unlimited users and unlimited domains at **no cost**. Standard Edition is provided free of charge with no advertising or 'nagware'.

Standard Edition provides many features including anti-spam, security features diagnostic reporting/logging and administration tools. It also integrates with several control panel software applications (Plesk, Ensim, Helm, Hosting Controller etc) allowing hosting customers freedom of choice.

What is the value to Hosting Companies in up-selling customers to MailEnable Professional or Enterprise Editions?

MailEnable provides a low cost solution for customers looking for more advanced mail server features. Licensing for both Professional and Enterprise Edition allows for unlimited users and domains. Minimal input from the hosting company is required to promote the up-sell from Standard Edition. Customers themselves will make the decision to purchase the upgrade based on their use of the Standard Edition product and the enhanced functionality within the Professional or Enterprise Editions.

MailEnable Professional Edition incorporates added functionality for customers, including web mail, web administration, third party anti-virus support, enhanced anti-spam features, IMAP4, HTTPMail and content filtering. Professional Edition retails for US\$240 per server

MailEnable Enterprise Edition is designed to handle large scale, high volume mail requirements. Enterprise Edition builds on Professional Edition and adds features such as enhanced web mail (including personal calendar, custom filters), remote administration, optimised services for speed and scalability, advanced anti-spam features (e.g. Bayesian filtering) and clustering. Enterprise Edition retails for US\$580 per server

Both Enterprise and Professional Edition integrate with various control panel software applications (Plesk, Ensim, Helm, Hosting Controller etc) as well as several antivirus software packages. Enterprise Edition can store configuration data in Microsoft® SQL/MySQL for improved scalability.

Product support

Product support is an important consideration in selecting a software solution. MailEnable offers premium level support to their customers. Installation, migration and support requests within the 90 day evaluation period are free of charge. Each customer who purchases MailEnable will receive 2 support tokens that can be used any time within 3 months of purchase. Extensive documentation is available in an online knowledge base as well as comprehensive manuals and a user forum.

Discounts

Discounts of between 10-30% off R.R.P. apply for hosting companies wishing to resell MailEnable to their customers. For Professional Edition this equates to US\$24-\$72 per copy sold. For Enterprise Edition, this equates to US\$58-\$174 per copy sold. These discounts can either be retained as profit or passed on to the end-customer (or any combination thereof).

For more information about reselling MailEnable please see our website at:
<http://www.mailenable.com/reseller>

Hosting Providers that offer MailEnable on their platform:
http://www.mailenable.com/partners_hosting.asp

Professional Edition Major Features

POP, SMTP, IMAP, HTTPMail	✓
Web mail	✓
Anti-spam protection	✓
Sender Policy Framework (SPF)	✓
Web administration	✓
POP Retrieval	✓
Global Content filtering	✓
Anti-virus support (3 rd party)	✓
List Server	✓
Diagnostic utilities	✓

Enterprise Edition Major Features

POP, SMTP, IMAP, HTTPMail	✓
Enhanced web mail	✓
Advanced anti spam protection	✓
Anti-virus support (3 rd party)	✓
Enhanced Web Administration	✓
Remote administration	✓
POP Retrieval	✓
Message filtering (global, mailbox)	✓
List Server	✓
Diagnostic utilities	✓

MailEnable Pty. Ltd

59 Murrumbeena Road • Murrumbeena, VIC, 3163 • AUSTRALIA
 T: +613 9569 0772 • F: +613 9568 4270
sales@mailenable.com • www.mailenable.com