

WEBTECH PRO

e-Business Management



E NEWS MANAGER



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1 WHAT IS ENEWS MANAGER

eNews Manager is a web application that implements a personalised mailing list manager or customer relationship management (CRM) system.

The aim of eNews Manager is to assist you to **stay in touch with your audience**, without flooding them with information they don't want. eNews Manager is an essential tool for anyone who is serious about creating, capturing and maintaining an offline audience, and will help you increase traffic to your website.

eNews Manager Features

- Posting to the mailinglist is **via a webpage**. It is therefore a one-way announcements system, directed from you to your audience.
- It is designed to be able to deal with a **very large amount of email addresses**. If a sending fails halfway, the next process for sending simply continues where it left off, without duplicating emails to users.
- Users can sign up to multiple lists. If a message is sent to multiple lists, they will only receive **one copy of the email** and not as many as the number of lists they are subscribed to.
- **Templates**. It is very easy to adapt the public pages of the system to fit into your website. You can upload a header and a footer of all pages to make the pages fit your look and feel requirements.
- **Attributes**. You can specify information you want to get from users when they sign up. When sending a message, you can use this information to select the users that need to receive the message. For example you can add geographical information. When people sign up, they can identify the geographical location they're in and when sending an email you can determine which locations need to receive the message.
- **Multiple subscribe pages**. You can design your own subscribe pages and you can have different pages allowing users to sign up to a selection of your lists and only enter a selection of your pre-defined attributes.
- **Personalisation**. You can use the attributes you define in the emails you send, to make every email personal to the user who receives them.
- Newsletter supports **HTML emails**. If a user indicates they want HTML email they can receive it that way. If unknown the system has a bias to send text emails to users.
- Multiple List managers. One Super user can assign lists to **multiple list managers**, who can control their own pool of users and lists. The Super user can "prepare" messages that can be chosen by list managers to send to any of the lists they control.
- **Easy import and export**. Use TAB delimited files to import your existing list of users or to export the users.
- **Personal Details**. Every email a user receives will contain a personalised URL to **update the users' preferences**. This way your users can update their own information and your database is always up-to-date. Unlike most other mailinglist managers users can **change their email address** when updating their personal details. This is a major benefit to both you and your users as many people often change their email address, and this feature makes sure that they don't disappear from your view.

- **Attachments.** You can add attachments to your message. They will be included in the HTML emails. The users who receive text will get a special URL mentioned in their email telling them where to download the attachment from your website.
- **Batch Processing.** To facilitate shared hosting environments, you can specify the maximum number of emails to send in a time period you identify.
- **ISP Friendly.** Apart from the limit on values for batch processing that the ISP can enforce, there is an additional option for ISPs to suspend sending during busy times in the day.
- **Scheduled sending.** You can create a message and tell the system to only start sending it at a certain date and time in the future.
- **Repetition.** A message can be repeated automatically. Currently this is only useful when the message has "filesystem attachments", because they are refreshed at time of sending.
- **User management.** You can use several in built tools to handle large databases of users. Users can be reminded to confirm their subscription and invalid emails will be found automatically, or fixed whenever needed.
- **Bounce handling.** Bounces can be processed and users will be automatically unsubscribed when too many emails to them bounced. This can be corrected by the administrator in case the unsubscription was incorrect.
- **Automated PDF creation.** To ensure users can read the message regardless of mail reader, the message can be automatically converted to PDF and attached to the email.

2 COST

- 1 License: 19.00/Months + GST includes upgrades, first level support, how to answers and bug fixes
- Installation and Configuration on client server (See system requirement) \$175.00 + GST

3 SYSTEM REQUIREMENTS

- A Linux Server
- Apache Webserver
- PHP version 4.3.x (or higher)
- Mysql database server (version 3.23 or up)
- IMAP support for PHP

4 GENERAL SUPPORT TERMS AND CONDITIONS

Business Support Hours : Webtech PRO will provide 8 hours a day (0900-1700 AEST Time), 5 days a week coverage (Monday - Friday).

Support means answers to questions, guidance, and other assistance as determined by Webtech PRO. Support excludes configuration of hardware and networking services; consulting services; general solution provider related services; and general computer system maintenance. You will be responsible for performing operations on your computer system, and Webtech PRO shall have no responsibility to perform operations on your computer system.

We are not liable for incidental, special, or consequential damages for any reason (including loss of time, loss of data or software, loss of profits or loss of revenue) even if Webtech PRO has been specifically advised of the possibility of such damages, and our liability in all events will not exceed the support fees that you have paid under this agreement.

Acknowledgement Response: Webtech PRO will respond to acknowledge the receipt of the problem within the next 8 business hours from the time of receiving the Problem Report.

'Hands-on': Once the problem has been acknowledged, Webtech PRO will, in consultation with you, determine the level and severity of the problem. If required, an Action Plan for the reported problem is then established and communicated to the customer. For cases where the problem resolution is based on an hourly fee, the price estimate will be communicated with the Plan for approval by the customer.

On-Site Assistance: Webtech PRO can provide assistance at the customer's site. Webtech PRO will charge for such on-site assistance as per its standard hourly extra cost rate. Webtech PRO will be reimbursed for any travel and living expenses incurred for such on-site assistance.

Other Terms and Conditions:

- We will undertake commercially reasonable efforts to provide technical assistance under this agreement, but do not guarantee that all problems will be solved or that any item will be error-free.
- Support for a release will cease 18 months after the next release of the product was shipped. We may, from time to time, discontinue products and versions or discontinue any or all support services. We also reserve the right to terminate service to any individual who abuses any support program
- Webtech PRO shall makes no representations or warranties of any kind regarding the software or any services we may provide, including without limitation any implied warranty of merchantability or fitness for a particular purpose, or arising by statute, law or trade dealing or usage. All materials and services are provided 'as is'.
- We are not liable for incidental, special, or consequential damages for any reason (including loss of time, loss of data or software, loss of profits or loss of revenue) even if Webtech PRO has been specifically advised of the possibility of such damages, and our liability in all events will not exceed the support fees that you have paid under this agreement.
- We have the right to use and treat as non-confidential any information you may give us during your use of our support program unless you specify in writing the fact that certain material should be treated as being confidential.

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- The Support Program shall be governed by and shall be construed in accordance with the laws of the State of Geneva, Switzerland.

