SOLUTIONS GUIDE

White label, email solutions for telcos, ISPs and hosting providers
ABOUT US

With 20 years of global email expertise, we help telcos, ISPs and hosting providers tap into the power of **branded email hosting** to fight customer churn and grow revenue.

We offer modern, user-friendly, white label, cloud-hosted email with 99.99% uptime and your choice of US or GDPR-compliant, EU data centres.

For companies wanting to stay in-house, we offer on-premises webmail and/or mail server options.

Based in Australia, we power more than **170 million mailboxes worldwide**, with the help of our team members in Europe, Asia Pacific and the United States.

Offering migration expertise and 24/7* support, we can be trusted to deliver a smooth transition, as well as reliable and ongoing assistance.

Contact us today to learn more about our secure, stable and highly scalable email solutions.

"It was a great opportunity for Optus and atmail to work together to enhance customer experience for webmail. I have been impressed with the delivery of your commitments on time and your swift actions. It has been my pleasure to work with the great team at atmail."

**Scott Park**
Project Manager, PEI Technical Delivery, Singtel Optus

"atmail's enthusiastic performance throughout the last six months was unprecedented.

We would have no hesitation in recommending atmail products and services."

**Mohammad Al-Sharafi**
Cloud Product Development Manager, Saudi Telecom Company

OUR SOLUTIONS

WEBMAIL

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**ATMAIL CLOUD**

Our atmail cloud is the perfect solution if you’re looking for a trusted hosting partner to move your data to the cloud, as well as help you save money on infrastructure and maintenance costs.

atmail cloud combines the innovation of atmail’s device-responsive, intuitive webmail interface, with the reliability of atmail’s mail server and hosted environment.

Choose dedicated or shared cloud, US or EU data centres. We also offer fully geo-redundant storage (GRS), as well as multi-AZ environments.

Leverage our best of breed technologies, specialist expertise and proven uptime, to deliver a fast and enjoyable email experience – without worrying about in-house server costs, maintenance, downtime, resourcing, or spam.

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**Highlights**

- **White labelled for your brand**
- **Branding per domain**
- **Modern, user-friendly design**
- **Fast communication to back end services**
- **Cost-efficient with a low resource footprint**
- **Live updating and synchronisation**
- **Fully featured and device-responsive UI**
- **Can add Gmail, Outlook, Yahoo! or other IMAP accounts**
- **Extensive JMAP API configuration options**
- **Documented and open admin API**
- **Integrates with existing systems**
- **Modular and highly scalable**
- **Uses the emerging JMAP standard**
- **Supports lazy loading**
- **Private and secure**
- **Analytics tracking**

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**Tech Stack**

**React**

Cutting edge UI technology championed and extensively tested by Facebook, using componentised development based on JavaScript.

**Go(lang)**

A server-focused programming language created and extensively tested by Google, with a native binary, strong typecasting, and a small resource footprint.

**JMAP Proxy**

A new standard for email clients to connect to existing mail stores.

**DAV**

Powers contacts, calendars, tasks and storage.
**ATMAIL MAIL SERVER**

Our atmail mail server is the perfect back end environment to support our next generation email solutions.

It leverages an automation engine and fully featured admin UI to increase the ease and simplicity of both the deployment and the configuration of POP3, IMAP, SMTP and ManageSieve. It also allows for incredibly easy management of users, settings, groups, domains, aliases and domain branding.

Role-based access control (RBAC) enables you to customise roles and permissions, so you have control over who can do what and when.

**Tech Stack**

**Dovecot**
Standards-compliant, open-source IMAP and POP3 mail server, that runs on Linux/UNIX.

**Exim**
Developed by the University of Cambridge and currently the most widely trusted message transfer agent (MTA).

**Nginx**
High-performance HTTP server which reduces resource usage.

**SpamAssassin**
Apache’s open-source, antispam platform.

**Clam AV**
A respected, open-source, antivirus engine.

**Ansible**
Automated, open-source configuration scripts.

**PHP (Zend) for admin UI**
A mainstream language for tech admins.

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**Highlights**

- What You See Is What You Get (WYSIWYG) editor for branding atmail suite domains
- Private and secure
- RBAC (Role-based access control)
- Level 1 support functions
- Enhanced logging
- Auto-configuration tool for third party emails
- Automation engine
- Modern tech stack and architecture
- Fully featured and user-friendly admin UI
- Structurally clear and simple playbooks
- Built on trusted, open-source technologies
- All interaction over Secure Shell (SSH)
- Easy package manager installation
- Modular and highly scalable
- API configuration options
- Highly customisable

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**PREMIUM ANTISPAM & MALWARE DETECTION**

**Powered by Cyren**

atmail’s premium antispam and malware detection offering is powered by Cyren – a trusted email security provider with 20 years of experience and a deep understanding of threat intelligence. Cyren is used by industry leaders such as Google, Microsoft, Rackspace, Deutsche Telecom, Check Point, Sophos, Cox and IONOS (formerly 1&1).

**Recurrent Pattern Detection (RPD™)**

- Detects and classifies threat patterns in near real time with a high degree of certainty
- Works by analysing identifiable characteristics, then grouping emails by: distribution patterns (for the sources and volumes of the emails); and structural patterns (for the text, attachment and links of the emails)

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**GlobalView™**

- Cyren’s GlobalView™ Security Cloud processes over 25 billion email and web transactions daily, for service providers, security vendors and enterprises
- Applies AI machine learning, proprietary predictive analytics, behavioural analysis, heuristics and RPD™ to detect outbreaks in near real time

**Highlights**

- Improved speed and accuracy
- Outbreak detection in near real time
- Immediate identification of compromised accounts
- Better intelligence through classification
- Increased IP blacklist prevention
- Faster resolution of customer incidents

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atmail.com
White labelled; your domain, your brand. Simply upload your logo and select your colour palette.

Multiple accounts, seamless integration; add your Gmail, Outlook, Yahoo! or other IMAP accounts. Attach from, or save attachments to, Dropbox, Google Drive or Microsoft OneDrive.

One-click archiving; quickly manage your email and achieve Inbox Zero.

Lazy loading; your emails and contacts load on demand as you scroll.

Live updating and synchronisation; your email, contacts and calendars synchronise and update in real time, across all devices.

Multiple locale support; thirteen languages, ‘out-of-the-box’, all professionally translated.

Fully featured; email, contacts, shared calendars, tasks and files for desktop, tablet and mobile.

Fully featured; email, contacts, shared calendars, tasks and files for desktop, tablet and mobile.
CUSTOMER EXPERIENCE
ATMAIL CLOUD, ATMAIL SUITE

<table>
<thead>
<tr>
<th>FEATURES</th>
<th>ADVANTAGES</th>
<th>BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modern interface based on the latest design standards</td>
<td>An attractive and intuitive design, compatible with all devices</td>
<td>An improved user experience in an interface that your users already know how to drive</td>
</tr>
<tr>
<td>Fully featured</td>
<td>Email contacts, tasks, calendars and files in one place</td>
<td>Highly convenient for customers</td>
</tr>
<tr>
<td>White labelled per domain</td>
<td>Easily update your logo and colours</td>
<td>Keep your brand front of mind</td>
</tr>
<tr>
<td>Responsive UI</td>
<td>Access accounts anytime, on any device</td>
<td>Seamless, on-demand experience</td>
</tr>
<tr>
<td>Multiple accounts</td>
<td>Enable Gmail/Outlook/Hotmail/other IMAP email accounts. Attach from, or save attachments to Dropbox, Google Drive, Microsoft OneDrive.</td>
<td>Keep customers loyal to your experience</td>
</tr>
<tr>
<td>Live updating and synchronisation</td>
<td>All elements updated and synced in real time across all your devices and third-party applications</td>
<td>Customers are not frustrated by sync delays</td>
</tr>
<tr>
<td>One-click archiving</td>
<td>Send emails to the archive quickly</td>
<td>Quickly achieve Inbox zero!</td>
</tr>
<tr>
<td>Multiple languages, translated by humans not bots</td>
<td>Higher quality translations because humans understand language nuances</td>
<td>An interface that makes sense in multiple languages</td>
</tr>
<tr>
<td>Lazy loading</td>
<td>Emails and contacts load on demand as you scroll</td>
<td>Fast and responsive load time, with a user experience your customers expect and enjoy</td>
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ADMIN USER EXPERIENCE
ATMAIL CLOUD, ATMAIL SUITE, ATMAIL MAIL SERVER

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</thead>
<tbody>
<tr>
<td>Fully documented and open admin API</td>
<td>Easily integrate with other business systems to provision and monetise users and domains</td>
<td>Save money on integration costs with other business systems</td>
</tr>
<tr>
<td>Fully featured admin UI</td>
<td>All aspects of the configuration and API are in one place</td>
<td>Simple to administer</td>
</tr>
<tr>
<td>Customisable RBAC model</td>
<td>Create admin roles and permissions in the admin UI</td>
<td>You have control over who can do what and when</td>
</tr>
<tr>
<td>Analytics tracking</td>
<td>Track when, where, how and on what device a user interacts with your system</td>
<td>Learn how to best serve users (and best lower your costs based on usage patterns)</td>
</tr>
<tr>
<td>Developed on open protocols</td>
<td>Compatible with any IMAP, POP or DAV-based third party application</td>
<td>End-users can use the apps they prefer</td>
</tr>
<tr>
<td>Canonicalised development (Read)</td>
<td>Easier to test and improve specific components</td>
<td>An agile system which we can adapt more quickly</td>
</tr>
<tr>
<td>Highly performant compiled binary (Casting)</td>
<td>No interpreted code and a lower resource footprint</td>
<td>Increased speed and decreased costs</td>
</tr>
<tr>
<td>IMAP Proxy</td>
<td>Provides aggregate data from many different services and protocols, in a consistent and clearly defined API</td>
<td>Helps us to scale our mail client as you scale</td>
</tr>
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</table>
**ATMAIL OBJ.STORE()**

atmail obj.store() is our object storage plug-in for Dovecot open source. It offers a superior cloud storage experience with better accessibility, affordability and scalability.

**Deduplication support**
- A 1 MB PDF attachment sent to 10 local users, traditionally stored 10 times (once for each recipient) on a local disk, is stored only once with atmail obj.store()

**Compression support**
- Each deduplicated attachment can be compressed before storing it on any of the supported cloud storage services and platforms

**Multiple file copies**
- atmail is specifically using object storage for attachment data. This allows us to maintain one copy of an attachment on the system, and each time an email is forwarded or replied to, we are only referencing that one instance of the actual attachment data.

**Cache support for bandwidth optimisation**
- MIME attachments that are fetched from the cloud storage are cached locally (REDIS and local file system) to ensure a responsive user experience

**Flexible administration**
- Your administrator can choose which attachments will be uploaded to cloud storage, based on multiple parameters (such as the date the email was received, the size of the attachment, or various other email attributes)
- You can use one command line to interact with multiple cloud storage providers

**Compatible**
- Supports various cloud storage or cluster file system vendors (starting with AWS S3, and in the future to support Ceph, OpenIO, Backblaze and Scality)

**Highlights**
- Optimised storage management
- Reduced TCO
- Improved user experience
- Decreased risk of data loss
- Increased availability
- Better ability to scale

**PROFESSIONAL SERVICES**

With more than 20 years of email experience, our expertise covers:
- Migrations;
- Integrations;
- Customisations;
- On-demand email management; and
- Custom reporting.

Our most popular offering is our migration service, because we get it right the first time, with:
- No loss of data;
- No loss of service;
- A known, agreed and transparent migration path;
- A flexible schedule to suit your needs; and
- Timely updates and progress reporting.

“Email is one of our key services and we have significant business clients, so I don’t have to emphasise how important it is for our email service to run smoothly. atmail has provided the high-level support and documentation we need and complied with our suggestions and feature requirements quickly and smoothly.”

Mladen Knezevic
System Engineer,
ISP Department, M:Tel

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SUPPORT AND TRAINING

SUPPORT

We are committed to providing timely and knowledgeable support. Our Customer Success Team adopts a follow-the-sun approach with team members in different time zones, to increase responsiveness and reduce delays. Customers can choose one of the following levels of support:

Self-Help Documentation
Created for in-house email experts who never need to contact our team.

Essential Support
Designed for customers with non-critical email systems, who are happy to wait for responses during Australian business hours (8am-6pm AEST). Included in all new cloud subscriptions.

Platinum Support
Perfect for telcos, ISPs and hosting providers who cannot afford downtime on their customer email platforms.

Custom Support
For customers who would like a solution tailored to their specific needs.

TRAINING

For in-house teams who need to get up to speed quickly, atmail can provide dedicated training for email administrators and service desk teams. Courses can be customised as required, with typical course content including:

Service Desk Teams (Level 1)
- Webmail review and questions
- Webadmin overview
- Class of service
- Common support tickets (e.g. password resets, forwards, quotas)
- Migration process (if applicable)
- Support escalation process
- Documentation
- Q&A

Email Administrators (Level 2)
All of the above, plus:
- Platform overview
- Mail routing
- Advertising
- Theming and branding
- Settings and toggles
- Specific requirements
Want to learn more? Talk to us today about our modern, white label, email solutions, which can help you to strengthen customer loyalty, boost engagement, reduce churn and grow revenue.

Need a different solution? We are a very agile and innovative company. Chat to us about creating solutions that are right for you.