



iService is engineered using industry standard technologies and an open service-oriented architecture that simplifies integration with other applications. It's multi-tenant architecture makes it suitable for the largest service providers as well as smaller organizations seeking an on-demand solution for eCRM. And it's multiple business segment approach makes it easy to support the varying needs among your internal departments or brands.

## Industry Standard Technologies

**Microsoft .NET Application**—iService is built using the .NET framework and requires the following components:

- ◆ Microsoft Internet Information Services (IIS) Website
- ◆ Microsoft SQL Server 2005 Database
- ◆ Microsoft SQL Server Reporting Services (for reports)

**Email Platform Independent**—iService uses the industry standard POP3 protocol to retrieve email from monitored mailboxes. Any email server that supports POP3 (e.g., Microsoft Exchange, Lotus Notes, Postfix, etc.) can be used. A separate SMTP server can be used for outgoing mail, or messages can be delivered using your existing email server.

**Service-oriented Architecture**—All functionality within iService is contained within a complete set of open web services written in C#. This service-oriented architecture is ideal for integration with your existing website or other products.

**Security**—Security exists within multiple layers: user authentication (including support for Windows authentication), customizable agent permissions, limited segment access, https website and web services encryption, and a firewall-friendly architecture that eliminates direct access to the iService database.

## Technology Highlights

- ◆ **Industry standard technologies** will fit into your existing infrastructure.
- ◆ Support for **regular expression message filters** eliminates the need to learn complicated rules-based interfaces.
- ◆ **Standard web services architecture** for all system functionality simplifies your integration efforts.
- ◆ Works with **your existing email server**.
- ◆ **Web-based application** eliminates client software and simplifies rollout and upgrades.
- ◆ **Multi-tenant system** allows you to operate test/training databases separate from production.
- ◆ **Source code provided** for compiled asp.NET website.

