

Messagemind™

Providing intelligent software to enhance organizational and individual performance

“This is a space we have tracked for a long time, and Messagemind’s approach is by far the most visionary and complete we have seen yet.”

- ED, Enterprise Infrastructure, Fortune 500 financial services firm

Messagemind provides intelligent software that learns priorities and mines intelligence from enterprise communications. Working in the background, it automatically prioritizes email within MS® Outlook and mobile devices, maps knowledge & relationship networks, and provides communication analytics & reports at individual, group & enterprise levels.

Business Challenges

- Information overload is a leading productivity killer
- Employees spend over 50% of their time on email; only 20% of email received is considered critical
- More than 85% of company knowledge and relationships are buried in unstructured text
- Mine intelligence in a way that does not invade individual privacy
- Business intelligence & analytics on enterprise communications & collaboration are non-existent
- Measuring the quality of email customer service and SLA’s

Messagemind: A complete enterprise solution

Messagemind provides a complete suite of products, global scalability and a central administrator console. Administrators can easily add users, define user roles and access rights and configure the system to comply with privacy and security policies.

Challenge	Solution	Key Functionality	Key Benefits
Email overload is the leading productivity killer	C-MAIL	<ul style="list-style-type: none"> • Learns and automatically prioritizes and organizes email within MS Outlook® / Exchange, Blackberry® & OS/BES • Prioritizes email, meetings, calendar invites, alerts & feeds • Works in background based on users’ natural email use • Easy to use with no change to native inbox rules & filters 	<ul style="list-style-type: none"> • Prioritizes and focuses executives on what’s most important • Accelerates decision making • \$15:1 ROI within 12-18 months* • 30% faster action on critical email*
Knowledge and relationships buried in enterprise communications and collaboration tools	OPEN	<ul style="list-style-type: none"> • Works in background automatically learning collective social activity • Mines intelligence buried within companys’ email, address books, calendars, tasks, IM, voice, blogs, feeds, documents, CRM, LDAP, SharePoint and others • Searches skills, topics, deals, companies, decision makers 	<ul style="list-style-type: none"> • Locates people with the greatest expertise quickly • Identifies strongest relationships for closing client opportunities • Increases cross-selling and revenue • Eliminates duplication of efforts
Business intelligence & analytics on enterprise communications & collaboration are non-existent	AVATAR / PRISM	<ul style="list-style-type: none"> • Advanced “mash-able” business intelligence platforms work in background automatically capturing user email activity and work flow behavior analytics • Mines companys’ messaging servers, PC’s and mobile devices, LDAP, CRM, documents, Sharepoint, IM • Dynamic search & analysis on keywords, clients and teams 	<ul style="list-style-type: none"> • Real-time analytics and dashboards on clients, markets, employees / improved decision making • Measures cross-departmental collaboration • Identifies communication bottlenecks

Easily configurable to meet EU and other privacy needs

Messagemind technology offers stringent controls to meet country-specific policies. With Messagemind, customer data is secure and fully protected.

Messagemind leverages existing IT infrastructure

- On-Premise installation on company's server (behind firewall)
- Messagemind pre-configured server appliance, installed behind company's firewall.
- Secure Private Cloud
- System Requirements: Windows 2008, MS SQL Server 2008, IIS 7, .NET 4.0

Examples of customer success stories

Messagemind is being used successfully by large global enterprises.

- Increased Productivity: A global pharmaceutical company projected that workforce productivity gains will save nearly \$7.5 million annually for every 500 users.
- Accelerated Innovation: Two business units within a global conglomerate discovered they were both developing a similar product. They quickly mapped knowledge networks, discussed a new strategy and combined efforts, resulting in faster time-to-market and over \$2.5 million in estimated savings.
- Enhanced Customer Service: Senior management of a Fortune 100 company proactively eliminated bottlenecks in customer service and reduced operational costs. Customer satisfaction and reporting improved within a short period of time.

- Improved work / life balance: A global enterprise estimated that by improving e-mail management and responsiveness, the decision cycle is now faster by more than 26%. Users also report greater peace of mind and job satisfaction, based on increased confidence that important e-mail and decisions will receive prompt attention.

Key competitive advantages

Other related products are piecemeal solutions that don't meet the wide ranging needs of users working in different levels and departments of an enterprise. Alternate technologies are limited to the individual user's desktop, mostly static, rule based, and hence require constantly adjusting filters and settings and may require advanced technical skills.

Current social network mapping tools require significant user intervention and depend on gathering incomplete data from MS Exchange®. Messagemind algorithms automatically learn collective users' behavior and accurately map knowledge networks without any user intervention.

About the company

Messagemind is a spin-out from a successful New York City based IT services firm serving enterprise and government. Messagemind's growing list of customers include global 2000 companies from a broad range of industries, as well as local and national government agencies. We, along with select partners, Microsoft®, IBM®, HP® and RIM® offer global reach for implementation, support and consulting services.

"Our IT department recently installed Messagemind's software. It has greatly improved my ability to focus on important actions and decisions, giving me peace of mind that nothing important has slipped through the cracks."

- Norman Alpert, Managing Director, Vestar Capital

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