

Messagemind™ transforms e-mail overload into a competitive advantage

Messagemind is intelligent software that increases productivity, accelerates innovation and enhances customer service.

Working in the background, it automatically prioritizes e-mail within MS Outlook® and mobile devices, facilitates workflow and best practices, maps knowledge networks and provides e-mail productivity analytics and reports at the individual, group and enterprise levels.

Business Challenges

- E-mail overload is the #1 productivity killer
- Employees spend 41% of their time on e-mail; however 53% of e-mail received is unimportant
- 20% of important e-mail is unread or response is significantly delayed
- 70% of an enterprise's critical information is buried in collective mailboxes; inaccessible and lost
- E-mail is a critical communication platform; quality measurement is non-existent
- E-mail productivity goals and practices are lacking

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.

Problem	Messagemind Solution	Key Functionality	Example Users
E-mail is the #1 productivity killer	C-MAIL	<ul style="list-style-type: none"> • Dynamically prioritize and organize e-mail within MS Outlook® • Workflow and productivity best practices • Smart e-mail filing • Receive prioritized e-mail on smart phones • Dashboard, analytics and reports 	Executives, managers, high volume e-mail users
Knowledge in collective mailboxes is buried and lost	OPEN	<ul style="list-style-type: none"> • Dynamically map enterprise knowledge networks • Search experts, opinion leaders, key customer relationship managers and project teams • Create and share ideas and opportunities 	Operations, research, marketing, sales, finance, investments, IT, legal, consultants
Quality management of e-mail is lacking	PRISM	<ul style="list-style-type: none"> • Set quality goals, metrics and SLA's • Gather data automatically from MS Outlook® and user actions • Monitor dashboards, KPI's and trends • Identify and drill down exceptions • Generate reports and alerts 	Project managers, customer service, compliance and supply chain

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

- Software works as an easy to use plug-in to MS Outlook®. The plug-in automatically creates an encrypted connection with Messagemind servers.
- Messagemind's platform can be centrally hosted, centrally administered and is suitable for global roll-outs and diverse network environments.
- System Requirements: Client: Outlook 2003 or 2007 Server: IIS / Windows 2003 or 2008, MS SQL Server 2005; On-Premise and SaaS (Software-as-a-Service) delivery options.

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 Peace of Mind: 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 user behavior and accurately map knowledge networks without any user intervention.

About the company

Messagemind is a spin-out from Business Instruments, a successful New York City based IT services firm serving enterprise and government. Messagemind's growing list of customers include global Fortune 100 enterprises from a broad range of industries, as well as local and national government agencies. We, along with select partners, offer a global reach for implementation, support and consulting services.

Contact Us:

Messagemind, Inc.
112 W. 34th Street, Suite 1900
New York, NY 10120

Tel: + 1 212.234.4300
Fax: + 1 212.947.4636
E-mail: sales@messagemind.com
Website: www.messagemind.com