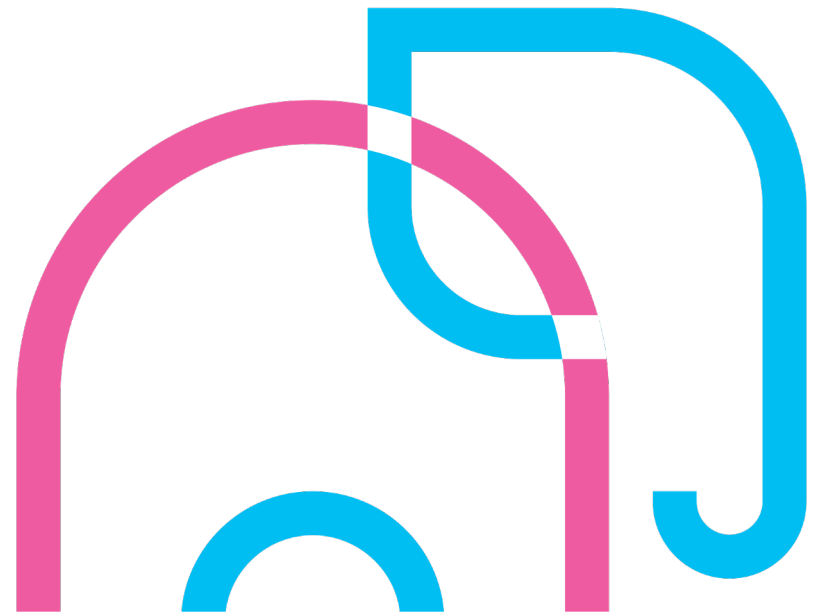


Remiges Broadside

A brief introduction



 BROADSIDE



 remiges

- A mass mailing solution for Transactional, Informational, Communication, Promotional & OTP emails
- Hosted on a scalable, multi-tenant, fully secured, SaaS platform
- Maintains strict hygiene measures like SPF, DKIM, DMARC & feedback loops for generic domains to avoid black-listing
- Integration options for integration with the customer like API, SMTP, SFTP, Bulk upload, etc
- Priority lanes for ultra-low latency OTP mail
- Domain category-specific queues
- Multiple options for Delivery reports like Reporting API, Direct updates into customer database, UI-based reporting, Webhooks
- Reports with multiple fields like Clickthrough, Open rate, Type of bounces, Unsubscribe, Application based-customer based blocklist as well as a global blocklist
- Dedicated IP ranges, Unique IP allocated to individual applications, Auto monitoring of IP reputations



Transaction, Informational and Promotional Emails

- Each type of email has its own challenges, different UI
- Informational & Promotional emails are fixed content with some personalization, common attachment
- High chances of IP / Domain black-listing, hence related measures are put in place
- Transaction emails are personalized, requires quicker deliveries
- OTP mails are sent through ultra low latency delivery channels
- SPF, DKIM, DMARC, auto bounce handling & reports, BIMl: Brand Identity Messages
- Open-rate and clickthru features can be used in either types

Multiple Methods of Integration

- **SMTP/API:** The major mail flow of transaction mails is done through SMTP or calling individual APIs to send the mails. We prefer to create a Relay server in the customer premises and all the mail-sending applications with different sender addresses are integrated with the Relay server. This Relay server will in turn communicate with our mailing server over SMTP/API calls.
- **Batchrun:** We have a provision to upload the mails in batches with predetermined HTML content and the mailing list in CSV format. Variables of up to 20 fields in a single mail can be managed to make the email more personalized. Multiple attachments up to 10 numbers (Total maximum size of attachment 20MB) can be sent with a single mail. This is typically used for sending annual reports, communication pamphlets, newsletters, and AGM e-voting mails.
- **Broadcamp:** Broadside Campaigner popularly known as **Broadcamp** is a powerful tool to operate and manage your communication & Informational campaign in the most effective way. It has a feature to check the open rate, and clickthrough rate which can be used for managing your campaigns. It has a special feature to provide this information time zone-wise as well as geography-wise. With this available data, the fresh campaign can be tweaked for a better conversion ratio for the targeted customers, even the pre-loaded campaign can be scheduled and rescheduled based on the marketing policies. This can be easily integrated with tools like Google Analytics for more analytical information required

Multiple Methods of Integration

- **Surge:** is a variable of batchrun and this software can be installed on the customer premises on their desktop. This software enables the customer to create the mail and send it to Broadside for transmission in a linear manner. It means a singular mail is created at a time and sent to Broadside for transmission. This feature is used especially when the outbound internet bandwidth is low and heavy attachment mails cannot be sent parallelly and simultaneously.
- **On-premise Relay Server(s):** To channelize bulk mail traffic across all biz applications, the Relay server is placed at client premises. All applications can be integrated with the Relay server. The Relay server will communicate with our Broadside mail-sending server for the transmission of mail.
- **SFTP Server & P2P:** A dedicated P2P line can be used between the client-server and our SFTP server to manage bandwidth constraints at the customer ends. This service is a value-added service and can be used for mails with heavy attachments (e-voting mails, consolidated account statements(CAS), and Annual monthly statements.)

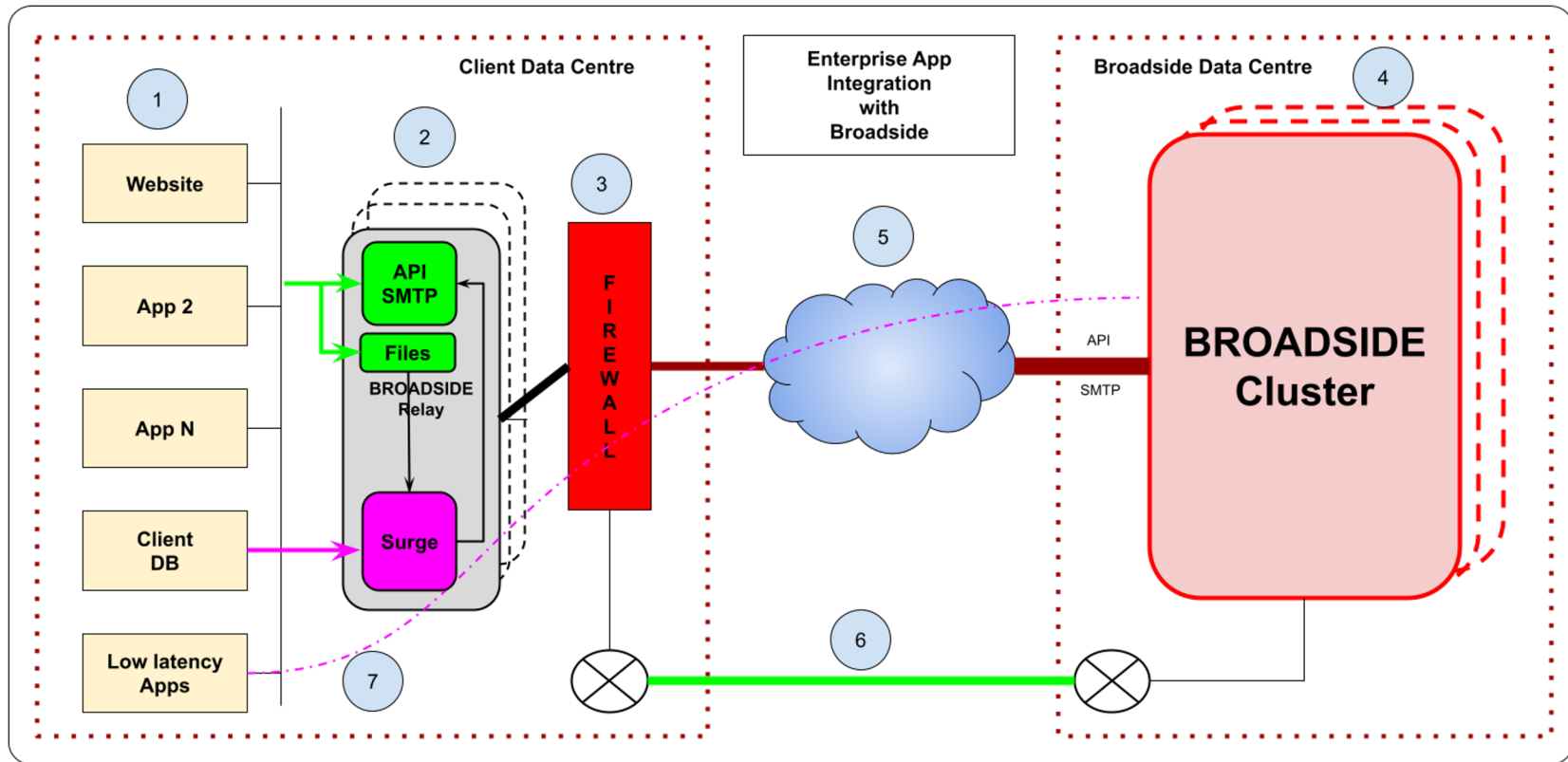
Added Feature for Mail Sending & Reporting

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- **Login API:** This feature uses token-based authentication. This enables the customer to use application-based authorization & authentication to ensure the usage by an authorized person only. It is enabled with the maker-checker facility to make sure that the campaign is with correct HTML and correct verbatim. It is also embedded with an encryption and decryption facility to provide extra security as per SEBI guidelines.
- **Batch-Upload API:** All the mail-sending data including the attachments (common or multiple), email template, inline images & configuration details, and mailing list can be sent to the Broadside cluster through a zip file and our mailing software is intelligent enough to unzip all the required data and will put it in a proper place and create a mail.

Added Feature for Mail Sending & Reporting

- **Headless Surge:** This feature runs on the client Linux/Unix machine, behind the corporate firewall. This feature enables us to fetch the required information (attachments (common or multiple), email templates, inline images) from the absolute path/database. This feature is compatible with the most popular databases like (MSSQL, PostgreSQL, and Oracle)
- **Reporting API:** This feature provides you unique token-based access for fetching the reports on the campaign send. The uniqueness of the token is maintained application-wise & client-wise which is not shared with any other application or client. The minimum length of this token is up to 100 characters in the encrypted form which provides additional security.
- **Customized reporting:** The customer can customize the report based on his requirements.

Broadside Architecture



Batch Run

- User-friendly Broadside web UI
- Provision to upload the mails in batches with predetermined HTML content and the mailing list in CSV format
- Multiple attachments up to 10 numbers (Total maximum size of attachment 20MB) can be sent with a single mail
- Used for sending annual reports, communication pamphlets, newsletters, and AGM e-voting mails
- Web UI allows uploading created template up to 20 variables and associated CSV file
- CSV file can have additional fields for customization
- Each campaign progress status can be tracked
- Internal deduplication in case of resubmission of a same record in subsequent batch

Use case 1: monthly account statements with unique attachments

Use case 2: common large attachments

13.5

Broadcastcamp

- Suitable for campaigns: informational and promotional emails
- Feature to check the open rate, and clickthrough rate which can be used for managing your campaigns
- Special feature to provide this information time zone-wise as well as geography-wise
- Pre-loaded campaign can be scheduled and rescheduled based on the marketing policies
- can be easily integrated with tools like Google Analytics for more analytical information required
- Template (with HTML editor) and mailing list management
- Track campaigns

Use cases: Newsletters, Marketing campaigns, Publish compliance information & Notices

13.5

Surge

- A dedicated executable as an alternative to batch-run facility
- Software can be installed on the customer premises on their desktop
- Suitable to launch campaigns by running an executable from own machine behind a firewall
- This software enables the customer to create the mail and send it to Broadside for transmission in a linear manner
- No need to transfer attachments via an alternate channel before starting a run
- Mail delivery starts immediately as soon as each record in CSV gets processed
- Uses the same scalable and reliable Broadside infrastructure at the back end for delivery and report generation
- Supported CSV attachments are as follows: (.jpg, .jpeg, .pdf, .png, .xlsx, .zip)
- This feature is used when the outbound internet bandwidth is low and heavy attachment mails cannot be sent parallelly and simultaneously

Use Cases: Monthly statements, Exam Results, Annual statements with custom data

Reporting

- As every email passing through is tracked which makes it extremely helpful for our BSFI clients to use it for internal reconciliation & compliance requirements
- Dispatched - > Sent (Delivery) / Bounced - > Viewed - > Clickthru, Unsubscribe
- Client metrics like IP address, timestamps for various status, Mail client; GeoIP: soon
- Additional reconciliation measures: ADT (application defined tags) for quick filtering and reconciliation (e.g. same recipient email address for N demat accounts)
- Domain-wise visibility to fine-tune strategy

13.5

Mailing List management and hygiene utilities

- A sanitized mailing list is important for sender's credibility and high delivery rate
- Broadside Support team closely works with the Client to sanitize mailing list at start, as well as on periodic basis
- Valid domain checks
- Suggestions for auto correction of domains
- Mailbox availability checks
- Auto block list: Hard bounced and unsubscribed email address cleanup

13.5

Security

- Our systems are hardened as per stringent processes followed by Fortune 500 companies
- Email content is purged as soon as email is delivered; email content is not accessible to System Administrators handling operational maintenance
- Our servers communicate with recipient servers using SMTPTLS to recipient servers supporting such protocols
- Our server retains 90 days metadata (mail delivery reports); we extend cloud archival facility as a value added service to clients who needs long archival for compliance

13.5

Client Infrastructure and Processes

- Extremely low overhead infrastructure and process overheads at client end
- On-premises relay servers for better control over multiple applications sending out bulk mails
- Whitelisting: Sender address, Sender public static IP whitelisting
- Single opt-in must, double-opt-in recommended: to avoid black-listing and delayed delivery
- Monitor and actions: Maintain hygiene of contact list on unsubscribe requests, regularly bounced mails
- End user awareness initiatives suggested: As part of client support, webinars, direct initiatives, to save sender email address / mobile number in their contact list
- Consider a use of premium value added services: to increase effectiveness of digital communication and reduce transaction costs
- IP Address priming: Slow start with a curated contact list, transactional emails and ramp up

13.5

Our infrastructure & Support

- Up-scale and out-scale architecture
- High-end servers, large pool of public IP addresses (for isolation), and high-speed Internet with multiple failovers across different ISPs
- Heavily hardened servers with all possible hygiene measures to handle high surges
- Reporting server based on high-speed NoSQL database cluster
- Application server with an RDBMS for consistency and caching for high-performance throughput
- Round-the-clock server, network health monitoring, IP address blacklist monitoring, and message queue monitoring
- Experienced & passionate team for high-level client engagement, support during integration and operational support, 10+ years of track record
- Personalized support available 24x7, 365 days

Broadside Value Addition (1)

- View and Clickthru information for advanced analytics
 - a) Time patterns to understand target readership
 - b) Geo enriched information to understand a diverse user base
- SMS follow-up alert for those who didn't view the message to increase the conversion rate.
- Global and sender specific block list to retain domain credibility, to maintain IP reputation and reduce delivery time.
- Application Defined Tags (ADT) to reconcile and track the status of email with internal reference number e.g DMAT A/c, CAS-ID, USERID
- Metadata of every mail preserved for 90 days

13.5

Broadside Value Addition (2)

- Special low latency lanes & dedicated queues for OTP and time-sensitive mails
- IP address isolation using separate IP addresses per application.
- Hosting documents on our high-speed network to reduce load on your websites/applications
- Easy integration options

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Questions?

Team Broadside (sales@remiges.tech)

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