

PAISLEY PUSH



With the number of businesses utilizing the growing World Wide Web, email has become a fundamental form of communication. Email is **instantaneous**, allowing delivery to occur in seconds, as opposed to postal mail (snail mail), which is, at best, done over night. Email also provides inherent audit trails allowing the sender and recipient to view an e-mail's path, history, and whether it was delivered or bounced. Unlike a phone call, email is an **asynchronous form of communication**. It allows a message to be delivered by a sender without the sender having to wait until a recipient is ready to accept the correspondence. It could be argued that **email is the most used and beneficial component of the World Wide Web for businesses**.



Paisley Software Solutions took many of the beneficial features of plain email and enhanced them to make a **complete correspondence management system**. The system is built on a Microsoft platform, utilizing MS SQL 2000, Windows Server 2000, Windows 2003 server, IIS, and the SMTP server within IIS

MULTI USER SYSTEM

- Multiple Users
- Usage Audit trails
- Administrative tools

CRM

- Contact information
- Contact information stored by user login
- Contact segmentation
- Segmentation by user login and global groups
- Segmentation management
- Microsoft Outlook Synchronization
- Call / e-mail history
- Segmentation reports
- Custom reports
- Import existing data from spreadsheets, Outlook, Goldmine, ACT, or other CRM systems.
- Custom integration to other CRM systems

E-MARKETING TOOL

- Managed by administrators or users
- Delivery reports
- Rendering reports
- Bounced reports
- Bounced email box monitoring
- Automatic user sign up
- Automatic user removal
- Bounces sent to user associated with contacts
- System use reports
- Archive of mailings
- Include infinite number of attachments
- Delivery in a variety of formats (plain text, HTML, MIME alternative, AOL)
- Delivery format stored by contacts preferences.
- Delayed delivery
- Test send email before it goes out
- Not built as a SPAM tool, but as a way to interact with customers and prospects
- Built in support, training, and documentation