



# IMail Express Version 11: Building Credibility for the SMB

In today's business world, name recognition has meaning to a consumer. Consumers are faced with many choices and most often purchase a brand they recognize. Name recognition develops credibility among your customers. Having your business domain as part of your email is an important first step in making your customers feel more comfortable buying from you. It tends to say to others that you are an established business and that you conduct your business in a professional manner. When you send emails reflecting your company domain, you brand the image of your organization and add a level of trust and integrity as associated with large companies. Think about it: As a small business, which has more credibility: an email attached to a yahoo address or one reflecting your organization's domain? The answer is obvious.

With Ipswitch IMail Express, even the smallest company can boast a secure email server that allows you to set up your email accounts using your domain. Offered as a **FREE ten (10) user email server**, IMail Express delivers a simple-to-use messaging solution with that can be administered from any location with a Web browser, and can be run on a single, modestly-powered server. IMail Express comes equipped with the same ease-of-use, low maintenance, and reliability that organizations have come to expect from IMail Server that allows users to send and receive email using any standards-based client, including Microsoft® Outlook®, Outlook Express®, or Eudora®.

IMail Express installs quickly, and can authenticate users from its own database, an active directory database, or from any ODBC-compliant data store, placing minimal ongoing maintenance burden for administrators. Available in eight languages, users can access email from anywhere via IMail's customizable Web messaging.

Ipswitch IMail Express delivers value to your organization with the additional benefits of:

- > Standards-based, email server with Webmail, SMTP, POP, IMAP, LDAP, and List Server
- > Enhanced Security with SSL Encryption, SMTP Auth and dictionary attack sensing
- > Full mobile support and push email services
- > Optional purchase of support agreement

As you build your presence, build your credibility. IMail Express looks for ways to help small businesses leverage opportunities for success. For any business, credibility can be the determining factor for success or failure. Be proactive. Don't wait for success to come to you...let IMail Express help you achieve your success.

Need more information?  
Call or visit us online.  
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