



eMill email software now available with a Web-based Interface and support of SMS

Active+ Software, February 27, 2006

URL: <http://www.pr9.net/comp/development/3526february.html>

Active+ Software releases eMill v4, a new major version of the professional emailing solution that brings more flexibility and efficiency to organizations. They are now able to manage campaigns using any web browser, anywhere, thanks to the new web-based interface. eMill becomes a multichannel communication platform with the support of SMS allowing marketers to build targeted campaigns by combining email, fax and SMS.

PR9.NET February 27, 2006 - VINÇA, France -- While softwares are all web-based or windows-based, eMill lets users choose the interface that best fits their needs. Indeed, both have their advantages, while the Windows interface brings more power and more efficiency, the web client provides more flexibility and accessibility. The new eMill web client also makes deployment and collaborative work easier because no client-side software is needed. To enable the access to the eMill Web Client, the administrator only needs to manage access permissions for a user or a group of users and to communicate an URL and a login.

eMill v4 also provides the power of an experienced emailing platform to create, implement and maintain SMS campaigns. Marketers can edit highly-personalized SMS messages direct from their computer as easily as they do with emails. Once messages are created, they can send campaigns using "email to SMS" gateways or SMPP servers. Some SMS Service Providers are already preset including one of the cheaper "email to SMS" gateway, tm4b.com.

Finally, the eMill team puts the stress on offering new wizards to make the management of email campaigns easier. For instance, the Opt-In Management wizard guides marketers to create an online subscription form, a confirmation message for double opt-in processes and message rules to update their mailing list automatically with subscriptions and unsubscriptions. In the same objective, eMill v4 comes with numerous enhancements including an XML connector to integrate eMill with e-commerce solutions, a wizard to make the management of hard and soft bounces easier and new message templates to create a campaign in few clicks.

Trial versions of eMill are available for downloading or for an online test at <http://www.emill.net>

Requirements

- Windows 2000, Windows XP or Windows 2003.
- Internet Explorer 5.5 or later.
- 50 Mo hard disk space.
- Internet Information Services is needed to install the Message Tracking module and the Web Client (IIS is not available on Windows XP Home Edition).

#

About Active+ Software

Active+ Software has been created in Boston in 1997 and is established in southern France since 1998. Daniel Doguet who created, as a Senior Software Engineer, successful commercial products for various companies, gathered a team of young engineers to start Active+ Software in '97. The rapid growth of the Windows NT platform as an emerging standard provided the opportunity for developing OS enhancing utilities that would provide companies with the robustness required for their server applications. Relocated in Southern France in the 11th century village of Vinça, Active+ Software has become a recognized Windows NT specialist, supplying major international customers with its software utilities. Moreover, the team has since then added new products like eMill, a complete and flexible emailing workshop.

Website: <http://www.activeplus.com>

E-Mail: info@activeplus.com