

Modern retailers need email. It enables better customer service. It accelerates the pace of transactions and communications across your organization and with your partners. It enhances every element of your business operations and systems.

Three Ways Email Enhances Retailing

- **Transaction management:** Emails cuts transaction costs and improves efficiency. *Keeping email productive.*
- **Infrastructure support:** Email improves retail operations on every level. *Making it work for buyers, manager and floor employees.*
- **Customer service:** Email enables faster, better communication. *Keep email safe between employees, vendors, and partners.*

Understanding the role of email in retailing

The retail industry has been transformed by technology in the form of email. And in every place that email has made positive change, its effectiveness and security remain essential to your continued success.

- **Customer service:** Improvements in customer service made possible by technology are among the most visible and the most valuable. Email plays a critical role in helping retailers with geographically distant locations, multiple sales channels and complex distribution and partner networks communicate faster and more accurately with each other and their customers.
- **Transaction management:** Retailers now use email routinely to process millions of transactions a day—at a fraction of traditional, hard copy costs and in a fraction of the time. With email, retailers not only do business more efficiently and cost effectively, but also more responsively.
- **Infrastructure support:** No modern industry is complete without email and the retail industry is no exception. Email has become a mission-critical component for every individual and group in your organization—from those on the front lines with customers to those who oversee the daily management of business operations.

Email enhances every facet of the retail industry in the 21st century. But if left unguarded, email can also interfere—with devastating effect—with retail's primary mission: Providing customers with products they want at prices they'll pay.

Unprotected email can hurt retail

Spam, virus, phishing. Every one of these email threats—in both blended and separate forms—has the potential to devastate networks, frustrate your employees and compromise customer satisfaction.

Additionally, IT managers of retail organizations face specific challenges when fighting email threats:

- **Managing users of different skills with different email preferences in distant places** that grow in number as their organizations grow either organically or through mergers and acquisitions.

Why MailFrontier

MailFrontier is an email security company trusted by organizations of every size in every industry to protect their email from spam, virus, phishing, and the growing number of other costly email threats. MailFrontier provides the only email security solution that promises to be:

- **Effective:** MailFrontier stops 98 percent of unwanted email at your network perimeter
- **Easy:** MailFrontier requires just 10 minutes a week to manage
- **A Step Ahead:** MailFrontier continues to evolve its technology and its techniques to stop new threats as they emerge

Why MailFrontier makes sense for retail

- All-in-one protection from spam, virus, phishing and fraud
- One click management of individual, group or corporate setting
- Predictive technology that anticipates and blocks emerging threats

- **Maintaining the performance of email servers in remote locations with diverse configurations** from an office sometimes hundreds of miles away.
- **Keeping the entire organization and its email safe, up, and running** to ensure customer, internal and partner communications whenever and wherever they are needed.

But managing email is not just a tactical concern. There are also strategic implications to keeping email effective and productive that the retail IT manager must address:

- **Positioning email as a valuable part of providing superior customer service.** Email's capabilities and potential make it a necessary part of customer service for the modern retailer; retail IT managers must seek ways to enhance its value while ensuring its security.
- **Controlling communication cost.** Email communication saves time and money; no retail organization can afford to lose it.
- **Identifying a solution that scales with ever increasing email volume and message size.** Email is used on a 24/7 basis to transfer mission-critical and customer-critical information; it can't be interrupted or limited.

MailFrontier: Email security for the savvy retailer

MailFrontier delivers retailers organizations three key immediate benefits:

- **Reduced management time and cost**
We'll end the hours you spend dealing with keyword lists and content filters. We'll stop the phone calls from frustrated users looking for "lost" emails. MailFrontier knows the way to satisfy every one of your network users, groups, and administrators with one email security solution. And in five steps and a handful of mouse clicks, you can too.
- **98 percent effectiveness**
The MailFrontier Anti-Spam, Anti-Virus, and Anti-Fraud modules combine to offer an integrated, real-time, multi-technique approach to email security. If you're at the mercy of a series of point solutions solution that seem to have an arbitrary concept of "good enough", MailFrontier offers one solution that works against every threat, on every email, every time.
- **Improved return on investment**
As your organization grows, email volume increases. By keeping unwanted email out of your network altogether, you stop wasting valuable processing power on email that threatens your productivity and security. The result is longer life and use of your current IT investment—without significant additional cost.



1841 Page Mill Road
Palo Alto, CA 94304
866-3NO-SPAM