

A Consumer-Oriented Mobile Email Solution that Drives Mass-Market Adoption

Research shows that mobile email is one of the data services consumers want most. Yet the majority of mobile email services aimed at consumers are far too difficult to use—limiting widespread adoption.

To use most services, consumers have to upgrade their mobile phones or install proprietary software, a time-consuming and costly step most consumers aren't willing to take. Worse yet, many mobile email services are slow and cumbersome, resulting in end-user frustration and fears of uncontrollable costs.

Designed specifically for consumers, the Mobile Email solution from Memova[®] Mobile addresses these issues and more—enabling service providers to successfully deliver easy-to-use mobile email services to the mass market.

Any Phone

The Mobile Email solution from Memova Mobile works on virtually any phone, including the most popular mobile devices in the marketplace. This creates a broad target market for mobile email as the majority of subscribers can easily use the service with phones they already have. MMS, SMS, WAP, FLASH, OMA-EMN, P-IMAP, as well as native POP3 and IMAP4 clients are supported.

Any Email Account

By working with standards-based email services, users can mobilize their existing email accounts, rather than creating separate accounts and email addresses just for their mobile phones. What's more, email from multiple mailboxes can be aggregated and pushed to a single inbox on the user's mobile phone.

Personalization & Control

Critical Path puts control in the hands of the consumer, letting them personalize their mobile email experience to meet their needs. Personalization features include:

- **Allow/Block** – Users can allow or block specified senders, so only the messages they want—the Messages that Matter™—are delivered to the phone.
- **Awake Periods** – Users can specify time periods to receive mobile email that fit their schedule. This eliminates unwanted distractions while asleep, at dinner, at work, etc.
- **Personal Quota Management** – Users can limit the number of messages they receive over a given time period. For example, users can specify a cap on the number of messages they receive per month. This gives users complete confidence and control over their data costs thereby avoiding billing surprises. The solution also has a “top up” feature integrated with the service provider's billing system, allowing users to increase message quotas at any time.
- **Email Address** – Users can specify the email address that will appear on messages they send from their phones. Mobile phone numbers do not appear on sent messages, so messages always look as if they are coming directly from the user's email account.
- **Suggestive Priority** – To help save time and encourage greater usage, the service periodically sends users a list of proposed priority senders, which they might want to add to their allow lists. Users can control if and how often they receive these suggestive priority messages on their phones. These suggestions are always presented to users when they log in to the Web interface.

Account Set Up

Set up requires just a few easy steps – no clients to download, no software to install, no complex configurations. Users can set up their Mobile Email service from their handset through a series of simple text commands or an easy to use WAP interface. Alternatively, users can sign up quickly and easily via the Web interface.

In addition, the Mobile Email solution has “smart” device discovery functionality to ensure a more user-friendly experience. The service automatically detects the type of phone the user has and then optimizes the experience, based on the device's specifications.

Sending & Receiving Email

Messages are received in the handset's integrated messaging in-box—a familiar place where mobile users are accustomed to receiving messages. Sending an email is simple and works just like text messaging.

Attachments

Attachments are an important part of an email experience. The Mobile Email solution from Memova Mobile supports multiple attachment types such as photos, audio and video, PDF and other popular file types, so users won't ever miss out on cool pictures or other attachments sent to their email account.

Account Management

Users can manage the service either on the handset or via the Web interface.

On the handset, simple text commands, specifying account changes or requests can be sent to a short code.

On the Web interface, users can manage all aspects of their account:

- **Dashboard** – When users log in to the Web interface, a convenient “dashboard” instantly presents a snapshot of the service. Users can quickly see the email accounts they have mobilized, the awake periods they have specified, the number of messages remaining in their quota and more.
- **My Profile** – Users can specify the name, email address and signature that appear on email messages for a more personalized experience.
- **Email Accounts** – Users can manage the list of email accounts that are being mobilized through the service.
- **Senders** – Users can easily manage the lists of senders they wish to allow or block.

Flexible Pricing & Integrated Billing

Mobile Email services can be priced in a variety of ways to best serve the target market. Services can be easily integrated with pre-paid and post-paid billing systems.

Branding

By delivering a white-label solution, service providers have complete control over service branding. Customization is template-based, enabling operators to brand all aspects of the service, including welcome screens, message headers and footers, the Web interface, etc.

Proven Scalability

Leveraging Critical Path's long-term experience with large-scale consumer messaging services serving millions of users, Mobile Email was developed with a fully redundant, modular and massively scalable systems architecture.

Technology that Doesn't Lock You In

Now service providers don't have to bet on which mobile email technology will ultimately win out, or invest in a proprietary platform that could soon be obsolete. The Mobile Email solution from Memova Mobile supports all of the popular emerging standards and ensures a safe, long-term investment.

Software or Hosted Services

With Mobile Email from Memova Mobile, service providers have deployment options: they can deploy the software in their own environment, or opt for a hosted implementation. Ask a Critical Path representative for more details.

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