



# Mailcore Pro Email Hosting and Collaboration

## Sales Overview for Partners

Our established hosted email solution celebrates it's 11th year and over 150,000 users with the launch of **MailCore Pro**, providing **email, calendars, contacts, shared files, reminders and notes**.

A perfectly formed alternative to Zimbra, Hosted Exchange and GMail from a company that focuses on high quality email solutions - and nothing else!

Our recommended email and collaboration platform for small to medium enterprises.

### You Don't Need an Email Server!

Why bother with the expense of an email server, and getting the right people to maintain it, when you can host your email on our systems? More features and better protection with no implementation costs.

### No Job Too Small (or Large!)

Accounts from one mailbox to one million - what's more, you can tailor your package exactly to your needs.

MailCore Pro offers a range of innovative features over many traditional email systems. Choose between all optional extras to create a custom package that's right for you.

- **IMAP Support** - keep messages centrally and use server-based folders.
- **Share Calendars** - share calendars across a company, or teams.
- **Share Files** - share files, documents and folders - both with other users and globally via password protected web access.
- **Share Contacts** - manage and share your contact lists with colleagues.
- **Share Reminders and Notes**.
- **Spam Filter** - Effective removal of junk and obscene emails. Included in all accounts.
- **Virus Filter** - No more worms, trojans or other nasties.
- **White & Black Lists** - Exact control over who can send to your mailbox. Included in all accounts.
- **Multiple Mailboxes, Central Admin** - Easy administration, instant results. Manage all your mailboxes centrally or individually with our web-based control panel. Included in all accounts.
- **Outbound SMTP** - Safe delivery of email and virus protection. Unlike some email providers, you can use our servers to deliver email.
- **Free Mail Tools** - AutoReply, FetchMail, Aliases, Forwarding. All MailCore Pro accounts come with a range of useful tools:
- **AutoReply** - Also known as 'Out Of Office'. Set up an email to be automatically sent to anyone contacting you while you are away.
- **FetchMail** - We're sure that after using MailCore Pro you won't want to use any other service. FetchMail allows us to collect email on your behalf from other email accounts. One central email account for all your addresses!

**hosted email - plus shared calendars,  
contacts, notes and files**

**innovative email hosting - from 1 to 1 million mailboxes**

# MailCore Pro - Partner Sales Guide

- Aliases** - You can have any number of aliases on your account. These are addresses that 'map' to a real mailbox. So, sales@ or info@ need not take up mailboxes. You can even have an alias delivered to more than one mailbox, creating mailing lists.
- Forwarding** - Need mail in another place? If you can't get to your MailCore Pro account, or maybe you need a copy at work,
- MailCore Pro can copy or move email to an external address. Included in all accounts.
- White Label** - fully re-brandable.
- SSL** - supported
- Available through our network of Approved Partners.

## Archive your email!

MailCore Pro integrates perfectly with our MessageBunker email archiving service.

## How do I get it?

We'll help you configure existing email clients to work with your new mail platform - with no site visit required. Simple, fast and efficient!

## Simple migration

Migration from existing email platforms is easy - use our email archiving service, MessageBunker.

## Partner Opportunity

- Greater margins than Hosted Exchange
- Higher performance and functionality compared to Hosted Exchange and significantly cheaper
- Companies looking to source cheaper alternatives to in-house email servers such as Microsoft Exchange
- Increased collaboration tools for customers
- Cloud computing has matured and is a hot business topic in current economic climate
- Very sticky as a service - with monthly recurring revenues
- Migration/retention path for customers looking to replace in-house email solutions

## Branding

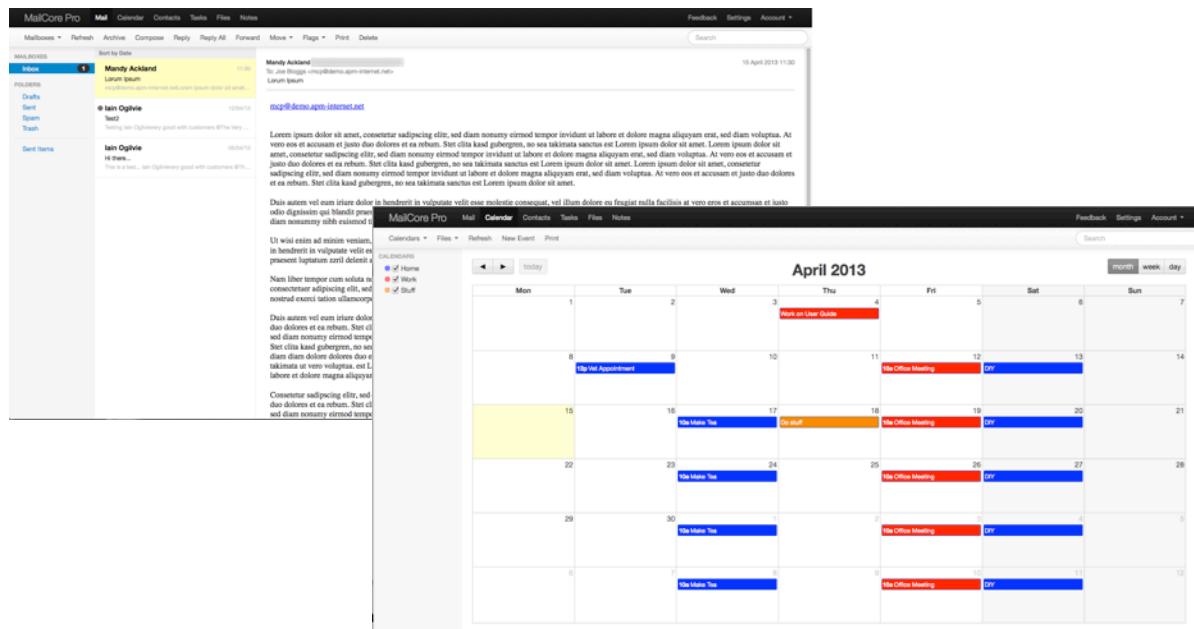
MailCore Pro can be fully white labelled - customers have no view of The Very Good Email Company brand.

## Business Drivers

- Reduce cost: Cheaper than Exchange and Zimbra
- No internal overheads
- No hardware
- No software licences
- Improved internal communication

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## USPs

- Includes 'Weapons Grade' Spam and Virus filtering from The Very Good email Company
- Hosted on dedicated high performance Dell servers in state-of-the-art data centres
- UK Based support
- Technical Excellence - we do email and nothing else
- 24 x 7 support and SLA's
- Works seamlessly with MessageBunker

## Competitors

**In-house** mail servers - a dying breed? Far more expensive than Cloud based email solutions.

**Hosted Exchange** - MailCore Pro is significantly cheaper and just as feature rich.

**Zimbra** - fully featured and popular - MailCore Pro offers a lower cost

alternative - with superior file sharing capabilities.

**GMail** - shouldn't your customers be using a business class service?

## Pros and cons

**Pros:** It's not Microsoft Exchange. More modern architecture, lower costs.

**Cons:** It's not Microsoft Exchange. Some customers will insist on an Exchange solution - it's what they're used to and it's in their comfort zone.

The Very Good Email Company has brought together experienced individuals to create a core team of design, development and implementation experts.

The company is all about technical excellence, concentrating on messaging and nothing else, maintaining a tight focus on providing the best services in the business.

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## The Very Good Email Company - leaders in email solutions

Leader in email and fax solutions, formed in 2002.

With a specific focus on fax and email solutions, the company has built a successful niche providing fax-to-email and email-to-fax solutions, as well as email packages with leading edge spam and virus filtering.

**headache-free migration from existing email platforms  
includes 'weapons grade' spam and virus filtering**

**innovative email hosting - from 1 to 1 million mailboxes**

# MailCore Pro - Partner Sales Guide

Existing solution	Email (POP / IMAP) server only	Legacy email and collaboration platform (Exchange, etc)
Typical pain points	No group calendars, shared address lists or files. No desktop or mobile sync No backup and restore	Windows-centricity Administration is complex and time consuming High cost
MailCore Pro benefits	A complete email, contact, calendar and document management suite. 'Weapons grade' AV and AS filtering as standard.	Platform independent and ubiquitous - access wherever you can get Internet connection.

Key Features and Pricing* per mailbox		
Charge (per mailbox/month)		
Advanced	£2.50*	50GB storage (25GB email, 25GB files)
Basic	£1.00*	25GB email storage

\*RRP (excluding VAT). Standard Partner discounts apply.



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