

Email Hosting Newsletter from SMS

Summer 2007



Simply Mail News

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The SMS mail packages:



The future of POP3 email now!



Microsoft Exchange

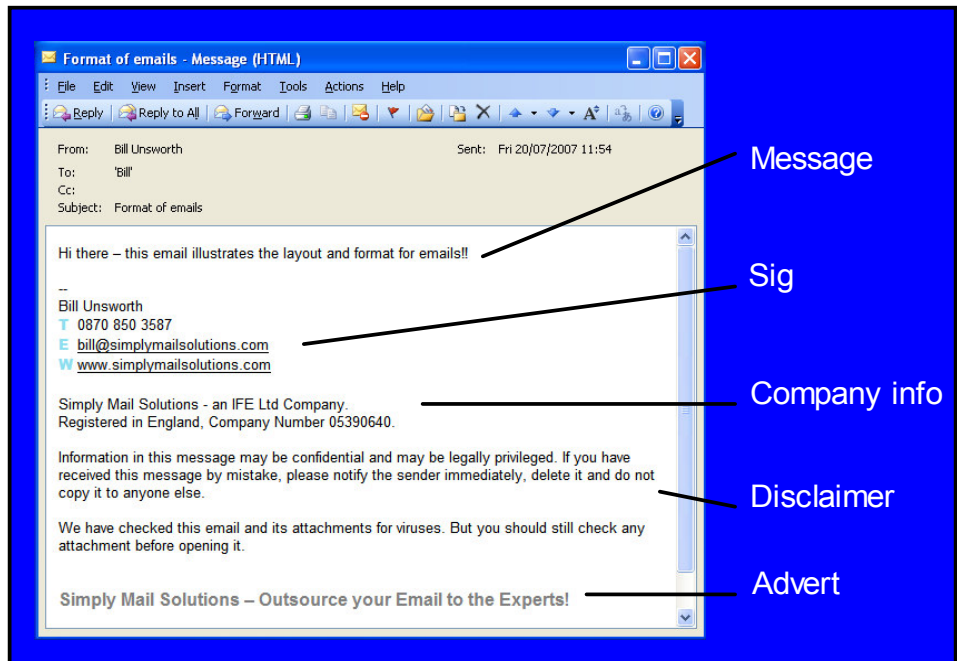
Great for Mobiles!



Premium email with lots of collaboration features!

IS YOUR COMPANY EMAIL BREAKING THE LAW?

As electronic communications are brought more and more within the existing legal framework it is becoming necessary for companies to take more control of the format of email. For example, it is a requirement that the company from which the email is sent can be clearly identified - the same information needs to be included as for headed paper. See the Figure below. For a more detailed discussion see overleaf. With SMS MS Exchange accounts, the company info, disclaimer and advert can be automatically added to every email on a domain basis.



Product News from SMS

New Web Hosting Products

SMS has added a new comprehensive range of web hosting products to its offerings. All include instant provisioning and state of the art Web Hosting Control Panel. Products include:

- GenX stand alone hosting package
- FutureGen Private Virtual Servers
- UltraGen Managed Servers

They come with a range of storage options and 99.9% uptime. Just go to our website and find under "Products". So now all your web and email services can be with SMS!

Email Control Panel Enhancements

With our own in house developed Email Control Panel you get a lot of extra features. over and above a basic hosting package, to allow you to administer your mailboxes - across all our email services. You can change passwords, add aliases, add new mailboxes, change email addresses (useful when employees leave), add domains and add domain aliases. For security you can also get a log of all accesses to the Control Panel. One of the latest features we have added is the ability to see how much space you are using for each mailbox (all boxes come with a minimum on 1Gb or 2Gb for the Executive accounts).

Disclaimers and Signatures

By Bill Unsworth, *Simply Mail Solutions*

Background

Since the early days of the Internet it has been possible to add a "signature" or "sig" to emails. This originally consisted of a small piece of text preceded by -- (i.e. two dashes). As correspondents already had your email address it often just consisted of a phone number or a motto. It was considered bad form to include anything but the smallest amount of text in order to conserve Internet bandwidth. As the sig was to be added to most emails, email clients such as Eudora added the ability to define the sig and have it added automatically to all emails. Note that the sig was added by the client software - i.e. directly by the pc that was composing and sending the email.

Disclaimers

Following on from the use of sigs, as the Internet became more commercial, it started to become necessary to apply rules from other forms of communications and it became usual to refer to legal text added to emails as "disclaimers". Inevitably legal firms started to get in the act with things like - "This email is confidential and if you are not the recipient you had better not read it or else". As the use of the Internet has been recognised by legal systems throughout the world, inevitably things have become more formal.

... it became usual to refer to legal text added to emails as "disclaimers".

The current position is that disclaimers may help an organisation's legal position if a legal dispute arises. Basically, a company is held liable for communications made in its name and it is no defence to say that you were not aware of what your employee was up to. However, a disclaimer may reduce that liability. Examples cited of situations where a disclaimer may help include:

- Breach of Confidentiality - a statement that the message is only intended for a given person may help if an email is accidentally forwarded to someone else. Similarly, if the breach is deliberate, even though the message is stated to be confidential, then the employee rather than the company is liable
- Employer's Liability - again a company is liable if an employee is defamatory and a disclaimer making clear what the companies policy is may reduce liability.
- Damage to recipients computer - although a sender is liable for damage caused by viruses, and companies should have policies to ensure that employees are checking all email for viruses, a disclaimer can make it clear that recipients should also check for viruses.

Advertising and Sigs

Although we have discussed sigs to send information and disclaimers to reduce liability it is now recognised that all emails are an opportunity for a company to promote itself by adding messages to emails - in effect adverts. So, for example, commonly nowadays, sigs include a companies logo and slogans. Of course adverts have a limited shelf-life making the management of sigs and disclaimers an ongoing issue.

... the Electronic Commerce (EC Directive) Regulations 2002 (SI 2002 No. 2133) regulates the use of email and web sites for commercial use.

Current position regarding information to be added to emails

So we have discussed what sigs and disclaimers are and why they are used. What is compulsory and what is optional? In most of Europe, directives have come into play which in turn are enacted into the legal system of each country. The Electronic Commerce Directive (00/31/EC) and the Electronic Commerce (EC Directive) Regulations 2002 (SI 2002 No. 2133) regulates the use of email and web sites for commercial use. It has many provisions regarding contracts etc but, basically, for websites and email makes it necessary for the recipient or user of a website to be able to identify who they are dealing with and have a rapid means of contacting them. Since the beginning of the 2007 in the UK it has been required that email and websites carry the same information as for headed paper - needed are name of the legal entity, address and company registration number.

Regarding disclaimers, their legal position is one of being recommended by the legal profession as a precautionary measure for all businesses. However, for given business sectors the requirement may be stronger and, if in doubt, you should consult the appropriate trade body.

Interestingly if you send out Unsolicited Commercial Email - i.e. emailing companies without having got their permission beforehand, you must give information on who is sending the email and a means of having your name taken off their list. Although this seems quite reasonable and in line with postal junk mail it does muddy the water with respect to most SPAM which usually is from unsavoury characters offering dodgy shares and similar offerings - you should never respond to SPAM, even the ones that say you can have your name removed by clicking on a link - SPAMMERS just use that information to confirm that the email address is valid!

Practicalities

So clearly then all commercial organisations should be looking to make sure that messages are being appended to all company emails - whether contact information, disclaimer or advertising. If you are a very small business then it is probably practical to periodically bring this information up to date and email to each employee asking them to implement as a new "sig". However, this does not ensure that it has in fact been done. In a small group emails probably fly around between everyone helping to ensure that everyone is using the same one. As you get larger the problems multiply - but there is another problem. Nowadays it is not unusual for an employee to have a pc in the office, a pc at home, a laptop and a smart phone!! Potentially four devices for each employee! You can see how the problem can get out of hand.

The solution is to use the mail server to add information to every email - packages are on the market to do this but this is just some more software to implement for the overloaded computer guys in a company. SMS have now added this capability to their hosted services running Microsoft Exchange. We recommend that this option is ordered if you have more than 10 computers or smart phones generating emails in your organisation. It gives peace of mind and allows easy change of information - this also makes using the disclaimer for advertising a practical proposition.

Summary - use the "sig" facility on the users computer to add information specific to the user and the "Disclaimer" facility to add general company information.

Nowadays it is not unusual to have a pc in the office, a pc at home, a laptop and a smart phone!! ... the problem rapidly gets out of hand!

Case Studies from SMS

EzGov Europe Chooses Dedicated Zimbra Server for Email and Collaborative use

Background

EzGov Europe provide e-government solutions to a variety of government departments across the UK and Europe.

EzGov Europe

Headquartered in London, UK, EzGov Europe is a worldwide leader in innovative solutions that enable eGovernment. A pioneer in the business of putting government services online, EzGov Europe provides the expertise, services and technology to deliver successful online transactional applications for government. Its customers, which include the likes of HMRC, DWP, DCA and City of Edinburgh in the UK, are in central, regional and local governments around the world, where its solutions drive more than 100 mission-critical transactional applications. With offices in London, Birmingham and Amsterdam, EzGov Europe also partners with leading systems integrators to implement the platform and solutions for electronic government.

Why Choose Zimbra Hosted Email?

Frank Moyer CEO of EzGov Europe commented, "EzGov Europe is very committed to the use of languages and components based on open standards and open source, to avoid skills or licence-based lock-in to proprietary software and ensure that EzGov Europe and its customers benefit from a large skills base and continually evolving technologies."

In addition Rob Davison, System Administrator, who was responsible for the liaison with Simply Mail solutions commented "We chose Zimbra due to its easy to use AJAX interface and flexibility to connect to desktop and mobile clients. Zimbra CS includes a number of advanced features and is being developed rapidly to meet customer demands."

Why SMS?

According to Davison "SMS provided us with an attractive price with flexible add ons to meet our requirements. The Sales team were very knowledgeable of the product and able to help us with any queries." EzGov Europe have a dedicated server placed in SMS's secure facility in Manchester. It has over 100 mailboxes running at present. SMS monitor the server, implement up-dates and back up the data on a regular basis.

Uses of the service

EzGov Europe plan to extend the service by encouraging more users to make use of Zimbra's innovative features for collaborative working.

How was working with SMS?

Davison commented "The service from our technical contact was excellent - we were able to liaise on a regular basis and test migration scripts in order to make the migration a smoother process."

For more details on Zimbra see:

www.zimbra.com

EzGov Website:

www.ezgoeurope.com/



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