

# SECURE MESSAGING VIA PARALLELS AUTOMATION

## HIGH MARGIN, CLOUD-BASED EMAIL ENCRYPTION DEPLOYED USING APS 2.0

### Overview

With security moving from niche to a requirement, secure messaging products are in high demand from SMBs. Organizations, particularly in regulated industries such as healthcare, financial services and legal, are moving fast to close security and compliance gaps in the traditional email they use today. It's no surprise that they are turning to their trusted partners for hosted or cloud-based email to add secure messaging solutions.

### Why Partner With Email2

Partnering with Email2 is the opportunity to add a high margin, recurring revenue cloud product in the rapidly growing security category. It is the ideal add-on product to hosted email to extend the functionality of today's email programs such as Microsoft Outlook, Office365 and mobile messaging.

Email2 has brought innovation to the security market through its Secure Messaging Platform – a cloud corporate secure messaging solution for encrypting and tracking email, large file transfer, data loss prevention and secure mobile messaging. Email2 is growing fast and successfully winning against legacy encryption software vendors that have a reputation for being difficult to use, manage and deploy. Key differentiation for partners includes high margins, high attachment rates, tight integration with all major email programs, ease of use, and robust, patent-protected features.

The Secure Messaging platform is white-labeled to each OEM vendor (Powered by), and is available as an OEM-branded package with Parallels. The Secure Messaging Platform can be hosted by one of our tier-1 providers in the U.S., Canada or EMEA, or hosted on premise in your data center.

*“Secure Messaging is becoming a standard requirement for SMBs. Service providers can benefit by enhancing their existing offerings with secure messaging services that can be white-labeled, easy to sell, deploy and use. Email2’s platform is addressing these needs in the APS ecosystem, and we are pleased to see them integrate with the latest APS 2.0 standard.”*

-- John Zanni, Parallels Vice President of Service Provider Marketing and Alliances

### Quick Facts

- **Easy to sell:** SMB's are looking for an affordable, easy to use and deploy solution to improve compliance. Prospects understand the value proposition of the Secure Messaging Platform, generating short sales cycles, high attachment rates and high adoption.
- **High margins:** simple, wholesale pricing so our partners can create product bundles and price points that generate higher-margin, recurring revenue compared to competing products. Ability to command higher margins than commoditized email encryption solutions because it goes beyond basic email encryption to include data leak prevention, message tracking, large file transfer and mobile messaging.
- **Fast deployment:** For you: The average OEM enablement takes from a few days to a few weeks (syndicated or hosting, training, and integration). For your customers: As a cloud-based SaaS solution, it integrates seamlessly with any email platform, requiring no enterprise level installation and virtually no training.
- **Easy provisioning & billing:** Integrated with Parallels using the latest APS 2.0 packages to deliver automated provisioning and billing.
- **Innovative features:** The Secure Messaging Platform is backed by seven granted USPTO patents that offer protected differentiation. It delivers a simple and feature rich UI highlighted by the 'Delivery Slip' from which users can track message activity and set security options easily. It integrates tightly with all email programs so it does not change the workflow end users are already comfortable with, and requires no security key management.
- **Full White-labeling Supported:** Leverage our technology while keeping your brand.
- **Integrity:** We don't compete with our partners. Selling exclusively through partners is why we can go the extra mile for them.

### Our Technology, Your Brand, Your Customers

Email2 has proven success partnering in the hosted Exchange market targeting SMB's. We understand your business model and what it takes to build a successful partnership. Contact us to learn more about our Partner Program.