



**Windows Azure platform for  
message delivery and tracking**

# Business Problem

- Many ISVs need to send and track bulk and transactional email, SMS and other message types
- Message sending, tracking and delivery is complex and outside the domain of the ISV
- Current message platforms do not provide the deliverability features necessary to properly support bulk email
- Current message platforms do not leverage the cloud yet the cloud is the ideal solution for messaging which is processing intensive and time sensitive



# Solution

- AzureSend - Windows Azure based platform for message (email, SMS, social) delivery and tracking
- Delivered as a web service
- Scalable to the power of Azure
- Flexible to handle the unique requirements of bulk and transactional sends
- Designed as a messaging platform to support email, SMS and other types of messages in the future (e.g. social feeds)



# Features – Page 1

- Distributed scalable architecture built on Azure capable of supporting billions of messages
- Support for bulk and transactional sends
- Dynamic content rendering engine (Freemarker support)
- Windows Communication Foundation API endpoint
- Azure Service Bus Queue for streaming incoming activities
- Real-time statistics updates
- Click, open, bounce, spam and unsubscribe tracking
- Support for microsite (view as web page)

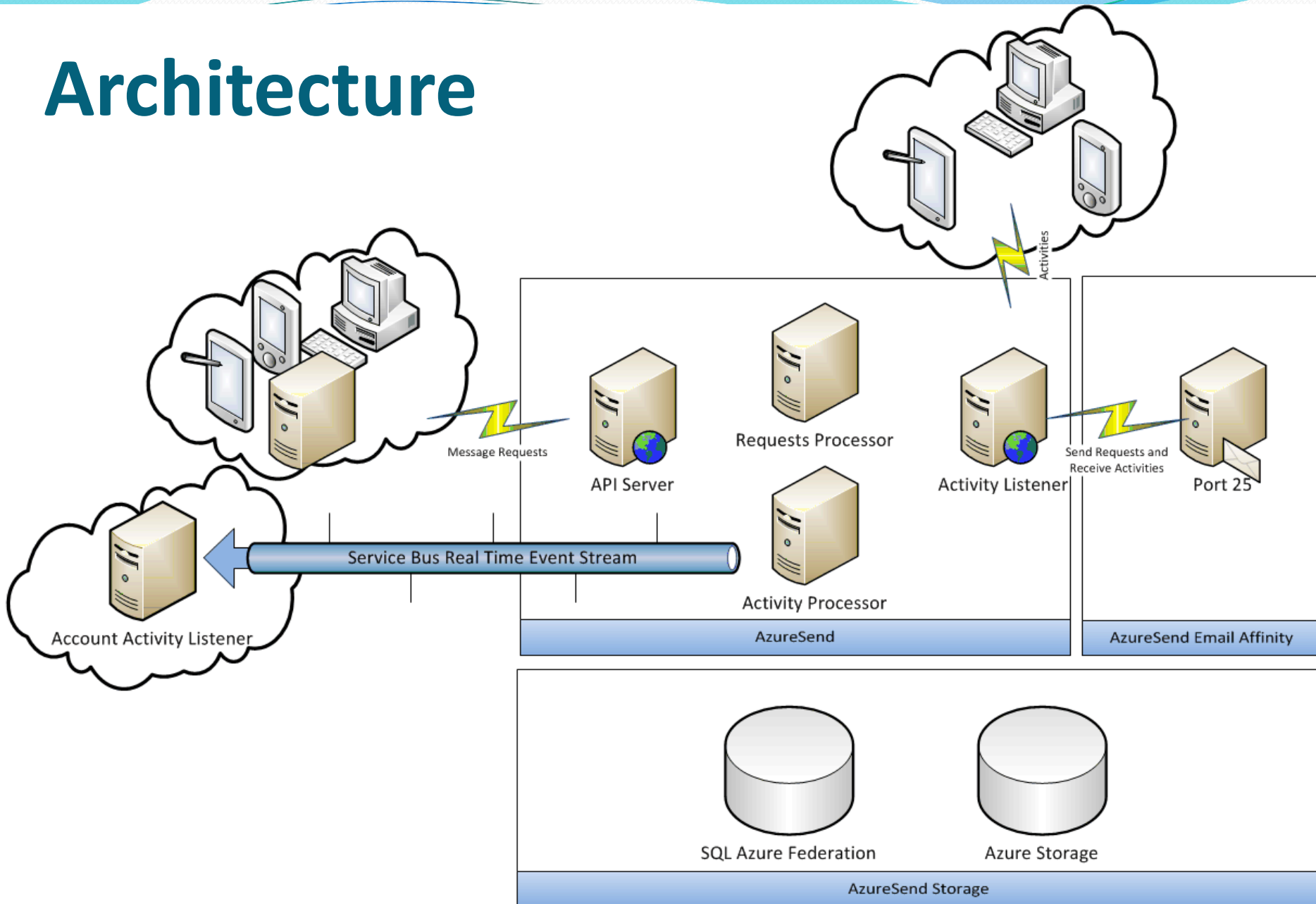


# Features – Page 2

- Advanced deliverability features including sampling and throttling to ensure low bounce rates
- Affinity groups for location based message sending
- Dynamic assignment of outgoing IP addresses based on affinity group
- Support for custom domains
- Backup of all outgoing and incoming requests and events
- Support for email attachments
- Support for carbon copy and blind carbon copy (cc, bcc)
- .NET SDK
- Leverages Port 25 PowerMTA email delivery



# Architecture





[www.clickdimensions.com](http://www.clickdimensions.com)