



Overview of MDSI Branded eMail Services

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About MDSI

Our Mission

MDSI is a Idaho based corporation founded in 1999 by Jeff Muir. MDSI' core business is to provide secure, premium branded email and product hosting backed by the highest security available along with the best in Spam and Virus Filtering along with superior customer service. MDSI provides services for thousands of clients located around the world, ranging from individual users to large corporations. We are constantly expanding our services, and we look forward to serving your Internet needs. Whether you are looking for quality email or complete IT outsourcing, you can achieve your goals with MDSI.

Our Name

MDSI is short for Merchant Development Systems, Inc. Our name speaks for its self. We are constantly developing new and valuable products and services that best serve the needs of our merchants and clients.

Our Philosophy

MDSI strives to provide the best and most responsive support possible -- no matter how large or small the client. Our clients' satisfaction is of the utmost importance.

We are committed to providing the most secure and private email environment possible.

We pledge to conduct our business in an ethical manner by providing constructive services that make the Internet a better and safer place, and by treating our clients with the respect and fairness they deserve.

We believe in continually expanding our services and features to meet the growing needs of our clients and the marketplace.

We do not sell bulk email services and do not support Spam or unsolicited commercial email in any way.

Our Service

We believe that every client deserves the best possible support. Our friendly technicians are on-call 24 hours a day, 7 days a week, 365 days a year to handle any emergency that may arise.

Get help by phone, email, or online Get fast responses for all your questions.

888.881.0877 info@mdsimail.com www.mdsimail.com

Feel free to contact us with any questions.
We look forward to hearing from you



Reliability, Backups, and Archival

MDSI keeps you connected with fast personal support, dependable infrastructure, reliable backups, and accessible archives.

Fast Personal Technical Support

We believe that every client deserves the best possible support. Our friendly technicians are on-call 24 hours a day, 7 days a week, 365 days a year to handle any emergency that may arise.

- ✚ Get help by phone, email, or online
- ✚ Get fast responses for all your questions

Dependable Infrastructure

We have built comprehensive redundancy into our system to ensure reliable service and data storage for our clients

- ✚ Guaranteed Availability
- ✚ Hot-swapping SCSI RAID 5 Disk Arrays
- ✚ Redundant Inbound Email Servers
- ✚ Constant Connectivity
- ✚ Constant Power
- ✚ Fast Repair

Reliable Backups

We give you're the ability to access frequent backups of critical data.

- ✚ Daily and Weekly Backups
- ✚ Backups to Tape
- ✚ Free Restores
- ✚ Customized Options for Dedicated Server Clients

Accessible Archives

We provide you with the tools to make your own backups and archives

- ✚ Backup Email Folders
- ✚ Inbound and Outbound Archival
- ✚ Automated Email Folder Management
- ✚ Automated Email Folder Archives
- ✚ Email Folder Downloads



Branded eMail Services

MDSI' Branded eMail services provide you with quality brand promoting email solutions for all your companies needs. Our services include Branded WebMail, IMAP, SMTP, and POP 3 Capabilities.

Please see our information on SecureLine within this document for more information on how MDSI

Branded eMail Our WebMail portal gives you access to secure, reliable email from anywhere you have an Internet connection. Every MDSI user has access to WebMail features such as:

- ✚ Branded eMail Templates
- ✚ Custom Email Filtering
- ✚ Address Books
- ✚ Email Folder Management
- ✚ Calendars
- ✚ Auto-Responders
- ✚ Advanced Searching
- ✚ Custom Signatures
- ✚ Advanced Sorting
- ✚ Shared Folders
- ✚ Message Annotation
- ✚ Message Tagging

IMAP Our IMAP service allows you to access your email from any computer with an Internet connection – home, work, and elsewhere. Your email is stored on our servers, so you will always have access to the same data, no matter where you are. IMAP is ideal if you use multiple computers or if you want share an account between several people simultaneously. Our IMAP service is compatible with any IMAP email client, such as Outlook or Thunderbird. We support secure IMAP and automatically backup all your IMAP email for you.

SMTP Our SMTP service lets you use an email client like Outlook or Thunderbird to send outgoing email through our email servers. We provide multiple alternate SMTP ports so that you can send mail even if you are behind strict firewalls. We also offer anonymous SMTP ports that allow you to hide personal information such as internet IP addresses that are included in normal emails. We support secure SMTP access.

POP3 Our POP3 service allows you to download email to your computer as it arrives, without using up your account's disk space. Our POP3 service is compatible with any POP3 email client, such as Outlook or Thunderbird. We support secure POP3.

Please see the SecureLine, Security and eMail Filtering information within this document



Branded eMail Filtering

MDSI' Branded eMail protects you from SPAM and VIRUSES with the best in filtering solutions. Our customizable email filters help you organize and manage your mail.

Spam & Virus Protection

Basic Services

- ✚ Uses a combination of Clam anti-Virus and SpamAssassin
- ✚ An effective, low-cost filtering solution.

Branded eMail Defense

- ✚ Harness cutting edge Sophos and McAfee anti virus engines to block viruses
- ✚ Continually updated to block new forms of Spam & Viruses
- ✚ Blocks over 98% of Spam
- ✚ Combines space savings, attack prevention, and custom realtime filters to make sure you get only the email you want.
- ✚ Blocked emails can be quarantined outside of your email folders to be checked later so that they do not take up any of your disk space.
- ✚ Easy Global Configuration

Custom Filters

- ✚ Make any number of custom email filters with our Email Filtering tool.
- ✚ Use advanced filtering features to deal with regular expressions, character set conversions, and more.
- ✚ Forward, sort, and delete your emails automatically.
- ✚ Create custom email headers, notifications, and auto-responses



Branded eMail Defense

Superior eMail Filtering

Branded eMail Defense, MDSI' premium email filtering option, is one of the most comprehensive email filtering solutions currently available. Using sophisticated filtering and quarantining methods while retaining the same fast message reception rate, Email Defense is customizable to your personal preferences. Keep your inbox as secure as possible with Email Defense and MDSI.

Features

Basic Services

Content Filtering & Attack Guard

- ✚ Blocks 99% of SPAM while still leading in low false positive rates
- ✚ Continually updated to ensure strong defense against the latest threats.
- ✚ Uses Zero Day Worm Threat Protection to block mass mailing worms and viruses as soon as possible.
- ✚ Filters malicious content and attachments using customized controls and settings.
- ✚ Protects you from embedded links using our Click Protection feature.
- ✚ Shields your account from SMTP-based attacks such as email flooding.
- ✚ Conceals your mail servers and gateways from the threat of anonymous connections.

Optional Features

- ✚ Email Defense for non-MDSI accounts.
- ✚ Outbound Message Filtering.
- ✚ Fail Safe Message Recovery.



Web Hosting & Domain Management

MDSI provides superb quality in web hosting and domain management through our website hosting tools and domain services located at www.mdsihosting.com. At MDSI, our commitment to superior care for our clients means that you can expect only the best when you set up your website with us.

Web Hosting

MDSI web sites run on Linux-based servers and include features such as:

- ✚ Unlimited Web Sites - Host any number of sites.
- ✚ File Manager - MDSI's secure web-based file uploading tool.
- ✚ Web Site Statistics
- ✚ FTP, Perl, PHP, and MySQL
- ✚ Security - Secure web sites over SSL.
- ✚ Password - Protected Directories
- ✚ Server-Side Includes
- ✚ Custom Error Pages for Your Domain
- ✚ Full .htaccess Support
- ✚ CGI Scripts Can Run in Any Directory
- ✚ Mirror Websites Across Multiple Domain Names
- ✚ Domain Redirection
- ✚ Temporary URL for Testing
- ✚ Merchant Services
- ✚ Process Gateway via MDSI' exclusive [PurPay Gateway](#)

DNS Services and Domain Registration

MDSI provide its clients with enterprise-quality Domain Name Services (DNS) using 5 redundant geographically distributed DNS server clusters. Our DNS features include:

- ✚ Domain Registration
- ✚ SPF Records - Protect your domain from Spammers.
- ✚ DNS Management - For any type of domain name, even specialty country-code domains like .TV, .CC, .TO, .WS, .UK, .NO, and .DE.
- ✚ DNS Administrative Interface - Manage DNS settings, WHOIS registry entries, and dynamic DNS.
- ✚ Dynamic DNS









Branded eMail Security

Branded eMail Security ensures the security and privacy of your data. Many of our clients are security-sensitive businesses, such as Banks, Processors, Legal Firms, Medical firms and security consultants who selected MDSI especially for our reliable security.






Secure

All of our email services use SSL-encrypted connections. Secure Branded eMail features include:

-  Secure WebMail Branded eMail
-  Secure POP and IMAP
-  Secure, Authenticated SMTP
-  Secure, Anonymous SMTP
-  SecureLine
-  TLS Inbound and Outbound Branded eMail

Safe Accounts

We make sure that your MDSI account is protected. Some features are:

-  Login Auditing
-  Secure Xpress Portal
-  Enforced Security
-  Non-Disclosure
-  Privacy

Protected Collaboration

We are continually developing new services to help you collaborate without having to worry. Our WebAide collaboration tools include these security features:

-  PGP Encryption
-  Access Tracking
-  Security & Access Control








MDSI SecureLine Overview




Effortless End-to-End Encryption

- Send Secure Branded eMails to Anyone with an eMail Address**
- Receive Secure eMails from Anyone with an eMail Address**
- Automatic Gateway Makes Encryption/Decryption Transparent**

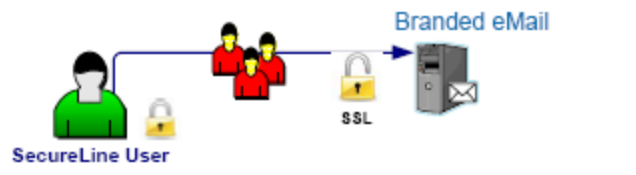
What security features does MDSI SecureLine provide?

-  **End-to-end email content encryption:** Your message content can be encrypted from the time it is sent, to the time it is viewed by the recipient. This includes:
 - ◆ Secure transport - no one can eaves drop on the message content during any stage of transport or delivery
 - ◆ Secure storage - messages are stored encrypted on disk so that they are secure in backups and against administrative disk access.
 - ◆ Access by anyone who has an email address - no matter what email service provider they have or email software they use.
 - ◆ Integrity of message content is guaranteed.
 - ◆ Only the intended recipients of your messages can access them.
-  **Digital signatures:** Verify that messages were actually sent by the claimed sender and that messages have not been tampered with or altered.
-  **Tracking and Auditing:** SecureLine Escrow allows you to track the receipt and viewing of messages by your recipients.
-  **Retraction:** SecureLine Escrow allows you to retract a message, effectively stopping a recipient from gaining any further access to the message content.
-  **Content-Driven Automatic Encryption:** SecureLine allows you to set up rules to automatically encrypt only certain messages based on keywords, phrases, and regular expressions that appear within the text.

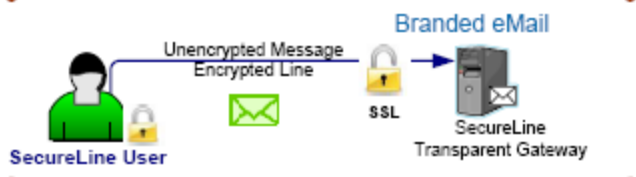
What makes SecureLine easy to use?

-  **Flexibility:** Send securely from MDSI's WebMail, or from your favorite desktop client like Outlook or thunderbird. No new or special software is required.
-  **Transparency:** Options for auto-encryption and auto-decryption make the security
-  **Control:** Users and administrators can configure dozens of options to tailor SecureLine to their personal needs.

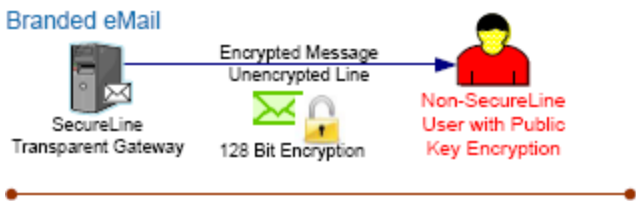
How does SecureLine Work?



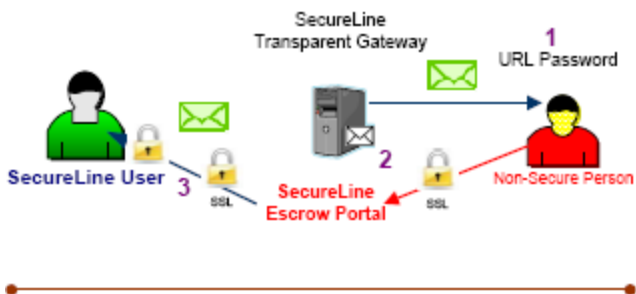
1. The SecureLine user or an administrator uploads contacts, for insecure recipients including a confidential authorization question and answer known only to the recipient, the sender, and other authorized individuals. New secure contacts can also be added while composing Branded eMail messages in MDSI' secure Branded WebMail client.



2. The user sends a message, either from a desktop client like Outlook, or through MDSI's modern WebMail client. The transparent encryption gateway will automatically encrypt the message and decide upon the best way to send the message, whether by Public Key Encryption (2a) or the Escrow Portal (2b).



2a If a public key is available, SecureLine will transparently encrypt the message and send it to the recipient. Additionally, if anyone sends the SecureLine user an encrypted message, SecureLine can transparently decrypt the message before delivering it to the user's inbox.



2b If the recipient doesn't have a public key, then SecureLine will use the Escrow Portal. This works by 1 sending an unencrypted email to the recipient with a link to the escrow portal and a password for the message. The user will follow the link 2 to the Escrow Portal which will prompt them for their password and for the answer to their security question. This will allow them to view the message and reply freely to the user. The end user will 3 receive all messages as normal emails and can respond to them as simple replies—SecureLine will transparently take care of the rest.



3. Any non-secure person with an email address can go to MDSI's SecureSend portal and initiate a secure conversation with a SecureLine user. This final service closes the loop and allows free flow of secure



Branded eMail Collaboration

An effortless Way to Share Information

MDSI Branded eMail features combine to create a powerful framework for collaboration. Stay organized, share knowledge, and work together with MDSI' cutting edge email tools, the perfect start to easy office teamwork and Brand promotion.

What features aid in office cooperation?

Shared Folders

- ✚ Share folders between different users and groups
- ✚ Give either read only or read-write access to Branded eMail messages
- ✚ Drag and Drop messages to move them between folders

Message Annotation

- ✚ Add notes to your emails in plain text or html
- ✚ Annotate a message as many times as is necessary
- ✚ Read notes on any shared messages, and add your own to any emails shared with read-write access.

Message Tagging and Color Coding

- ✚ Add tags to messages to group messages by topic
- ✚ Assign colors to tags for visually distinct categories.
- ✚ Label messages with multiple tags

Using IMAP?

Here's the scoop

- ✚ Shared accounts can be accessed by multiple users simultaneously.
- ✚ All annotations can be viewed in IMAP clients.



Connecting with WebAides

Connect your users with WebAides, MDSI™ intranet collaboration tools. MDSI is committed to helping you easily share the information that your users need to know. Now you can make sure that everyone is on the same page with WebAides

Are WebAides?

WebAides are information management tools that enable your users to store, organize, and share data. There are multiple types of WebAides:

- ✦ **Address Books** – Store all your contacts with our Address Books. Fully compatible with Outlook, Mozilla, Netscape, and other standard email clients, and can also be used with LDAP for remote directory access.
- ✦ **Calendars** - Keep track of events and meetings with emailed reminders, user assignment, and much more.
- ✦ **Tasks** - Manage and track tasks with emailed reminders, user assignment, and other tools SecureLine Escrow allows you to track the receipt and viewing of messages by your recipients.
- ✦ **eJournals** - Use eJournals as newsletters, discussion groups, bulletin boards, diaries, FAQs, etc.
- ✦ **Documents** - Create an audited central document repository.
- ✦ **Notes** - A simple and easy way to keep and view notes.
- ✦ **Secure Password Manager** - Securely store usernames, passwords and other details for all of your Internet accounts and logins.
- ✦ **Links** - Manage lists of links to Internet web sites.
- ✦ **User Groups** - Build groups of users for managing access control.

WebAide Features

- ✦ **Access Control** - Specify exactly who has what level of access to each WebAide. Share information or keep it private.
- ✦ **Security** - Encrypt your content using centrally managed PGP keys. See our document *The Best in Security* for more information.
- ✦ **Attachments** - Include files and documents as attachments.
- ✦ **Import and Export Compatibility** - Import and export your data in standard formats.
- ✦ **Privacy** - Our technical support staff will never access your WebAide data without your explicit consent.
- ✦ **Auditing** - Track exactly who created, viewed, and edited each entry, and when they performed these actions.
- ✦ **Outlook Synchronization** - MDSI offers a special Outlook plug-in for quick and easy synchronization of WebAide data with Outlook.



Beyond Branded eMail Integration with Tour Business

Integrate MDSI Branded eMail into your business with our private labeling options, account management tools, and API's. With MDSI, you can make our Branded eMail your own.




Private Labeling

You can use your website's look, feel, and domain name with our Branded eMail's Web based software. Some of the features of Private Labeled platform include

-  Branded eMail at your domain
-  Adaptable look and feel
-  Custom Menus
-  Custom Templates
-  Custom Welcome Message
-  HTML Personalization
-  Multi-lingual
-  Access Control
-  Required Secure Login Option
-  Complete Content Branding







Account Management

MDSI's account management tools allow you to easily manage all of your own clients in one account. Features include:

-  Private Support Ticketing System
-  Administrative Delegation
-  Account Communication

API

Use MDSI's APIs to integrate your applications with your account. Some of MDSI's Account API features are:

-  Automated User Management
-  Automated User Deletion/Disabling
-  Automated User Reporting
-  Address Book Integration
-  Calendar Integration
-  Task Integration

Branded eMail Design Works

Remember What I Sent You?

There's a lot of competition sitting in your clients in-boxes. When you consider that the average business email user receives nearly 100 emails every day (as per * The Radicati Group, July 2005) you realize how *Branded eMail* can provide a compelling impact so your email stands out in the recipients mind.

- ✚ Attract attention
- ✚ Look professional in ALL email correspondence
- ✚ Reinforce your 'Brand'
- ✚ Merchandise & promote awareness

You Can Send This or....



OR THIS!



With MDSI *Branded eMail* you simply login from any internet connection to the MDSI secure email platform, select a professionally designed template from your templates folder, compose your email and hit send...it's that simple and secure. You send email just as you always have but the difference is the 'look and feel' where results are achieved. Think of the impact your emails will have with *Branded eMail* vs. the typical text-based emails



Are You Ready to Start Sending Secure Branded eMail?
Contact Us Today and Start Realizing the Benefits on Branded eMail!

MDSI Merchant Development Systems, Inc.

Toll Free 888.881.0877
Office 208.883.9705
Fax: 208.883.9745
eMail: sales@mdsimail.com