

Hurricane® Assembly Server

High Volume Email Message Assembly & Job Server for Windows®

The Challenges of Assembling Bulk Custom Email Messages

Creating large volumes of targeted email messages from a list can present many challenges. In the past, Windows development shops had to invest countless hours of time and frustration trying to build an in-house system to accomplish this task with limited success.

The primary challenges are:

- *Construction - how to build a correctly formatted text and HTML email message for the Internet*
- *Merging - how to merge your email message with the addresses and other data in your list*
- *Customization - how to create messages with varying degrees of custom content based on your data*
- *Scalability - how to generate volumes of messages and quickly inject them into your MTA*
- *Tracking & Reporting - how to track the your messages as they flow through your MTA and to the recipient*
- *Integration - how to integrate the assembly, delivery and results into your applications and data systems.*
- *List Hygiene - how to removed failed addresses from your database*
- *Fail-Safe Operation - how to build cooperative, redundant email generation and delivery systems*

The SocketLabs team has worked with Windows developers large and small for the past 10 years, providing them with products and know-how to build these types of applications on a case-by-case basis. But the time for a dependable, turn-key, high performance and scalable solution for assembling bulk custom email messages has arrived.

The Solution for Windows Shops

Hurricane Assembly Server is a turn-key, high performance, scalable email message assembly server with powerful merge & customization capabilities. It provides a solution to the challenges of construction, merging, customization, scalability, tracking, reporting, integration, list hygiene and fail-safe operation.

*Hurricane Assembly Server integrates quickly, easily and seamlessly with your in-house applications and data systems and will save time and money by enabling your development team to stay focused on **your** specific business issues.*

A bullet-proof Windows service that runs on Windows server, Hurricane Assembly Server leverages the data storage of your existing Microsoft SQL Server to store its database of jobs, processing and tracking information. Your applications communicate with Hurricane Assembly Server by using the provided stored procedures to create jobs, retrieve tracking information or perform other tasks and maintenance on the Hurricane Assembly Server database.

Although one Hurricane Assembly Server can generate over two million messages per hour, multiple Hurricane Assembly Servers can attach to the database to retrieve, process and control jobs cooperatively, providing a high-performance, redundant platform.

Assembled messages are dispatched to one or more Hurricane MTA Servers for delivery directly to the recipient. Hurricane MTA Servers update the Hurricane Assembly Server database in real time with delivery failure and open/click notifications. Multiple Hurricane MTA Servers can be added to the pool for additional throughput and redundancy.

Integration, Email Specifications & Job Control

Kicking off an email blast is painless. Your application creates an email Job Package in XML format and then submits it to Hurricane Assembly Server by using a supplied stored procedure which adds the job to the Hurricane Assembly Server SQL database.

The XML Job Package includes specifications of the recipient data and email message parts. Hurricane Assembly Server supports fully customizable text & HTML messages including attachments & images and text modules. Text modules are user defined blobs of text or HTML that can be inserted into messages for customization. Recipients and associated data may be specified inline in the XML Job Package or as references to delimited text, or SQL queries.

Once your job has been added to the Hurricane Assembly Server jobs table, your application can start, pause, stop and track jobs, simply by executing the provided stored procedures which control Hurricane Assembly Server.

Tracking, Reporting and List Hygiene

Hurricane Assembly Server fully integrates with Hurricane MTA Server enabling the Hurricane Assembly Server database to be updated with delivery information in real-time. Detailed information about delivery failures and open/click tracking events are pushed to the Hurricane Assembly Server database as they occur so you can integrate this live feedback into your existing data systems for tracking, reporting and list hygiene.

Contact Us Today For a Live Demo

www.socketlabs.com
sales@socketlabs.com
800-650-1639 / +1-484-418-1285

Microsoft
CERTIFIED
Partner

ISV/Software Solutions

System Requirements: Microsoft SQL Server 2005 or 2008 (cluster recommended); Hurricane MTA Server (one or more licenses); Windows 2003 or 2008 Server; Microsoft .Net Framework 2.0, 3.0 or 3.5; 2 GB RAM; 2.0 GHz or faster dual core processor

