

Sales FAQ

What are the benefits of using Sendio?

The I.C.E. Box serves two very important functions:

1. High Touch on Initial Contact: This acknowledgement provides the “high touch” that every business wishes to put on first contacts. When senders reply to an acknowledgement, they are instantly sent a delivery receipt. In addition to informing senders that the original message has been delivered to the intended recipient, they are also told that all future messages will be delivered directly to the inbox.
2. Restore Confidence in Email as a Business Tool: First-time senders are informed that they don’t have to worry whether their messages are making it past your company’s spam filter – there isn’t one! When messages are filtered in an effort to identify spam, each and every legitimate communication is at risk to be misidentified as spam (false positive). Companies in financial services and healthcare are particularly vulnerable.

Isn’t the price a little high?

The I.C.E. Box has an ROI of five weeks based on the time savings for your individual users. If an employee making \$50,000 per year is spending two minutes a day clearing out spam, you’re losing about \$30 per month in productivity. We charge only \$2 per month.

What’s wrong with filters?

The filter model is fundamentally flawed. Filters have no way of distinguishing between “bad” and “good” emails; instead, they attempt to guess, using patterns and keywords, what is spam and what is not spam. Filters have created an “arms race” between spam purveyors and anti-spam tools—and spammers are always one step ahead. The bottom line is that no matter how good a filter may be, it does not have a mechanism to analyze the context of a message.

How does it work?

Send me an e-mail!! You will receive a message asking you to verify yourself. Click on reply and you are done. That’s it. It’s very, very easy.

Don’t people get irritated when they get an authentication request?

In the initial introduction of SAV technology, this was a more prevalent question. At this point, most people are insistent on people verifying themselves - otherwise they won’t accept mail. They take the stance “You must verify that you are a real person; otherwise I won’t accept e-mail from you.”

Why does it work?

The Sendio solution applies logic to the very root of the spam problem. Before you enter a house or make a phone call, you will knock or ring. The SAV process is analogous to this action. Spammers will never identify themselves because they are sworn to their anonymity and will never compromise it. As such, the SAV process will work every time.

Why not go with a desktop solution?

In any network environment, the IT department is loath to support additional software on the desktop. In larger environments where the variance of operating system can be even more dramatic, the only choice for the IT department will be in the form of a centralized appliance like the I.C.E. Box. Allowing spam to be processed by the mail server and delivered to desktops is not going to save an already stressed infrastructure. IT OpEx—where spam accounts for 80-85% of messages—is massive. The only way to realize infrastructure efficiencies is by stopping the spam before it gets to the network.

What happens to newsletters, mailing lists and email confirmations?

The I.C.E. Box blocks all machine-generated mail, but we provide an easy-to-use browser-based interface that allows end users to log into the I.C.E. Box and accept messages from specific senders.

Can I pre-whitelist contacts and pre-blacklist spammers?

Yes, administrators can add contacts for the entire domain or domains and individuals users can do the same thing. The ICE Box supports importing Outlook contacts and Lotus Notes contacts, as well as a CSV file. You can either update the system automatically or manually.

Aren't third-party solutions the best option?

Why jeopardize the security and confidentiality of your organization's mail by shipping it off to a third party? Not only are you introducing another source of potential failure, but you are also possibly compromising compliance to certain industry standards as a result.

Will an autoresponder defeat the system?

The way that our solution has been designed, a properly implemented autoresponder will not negatively affect the performance of the Sendio I.C.E. box.

Don't challenge/response systems place the burden on the sender, as opposed to the spammer?

It is not a burden to identify oneself, especially when one only has to do it one time. Furthermore, why would spammers accept the burden of eliminating the very problem that they created?

Do all mailboxes need to have challenge/response?

Users can turn on any mailboxes they would like at the individual account level, the domain level or at the system level. It is up to the system administrator to make these decisions.

What does the renewal agreement cover?

The renewal covers support and licensing for the I.C.E. Box. Level 1 support is provided Monday-Friday from 6:00 AM to 6:00 PM Pacific Time. Critical support cases are handled 24 hours a day. Customers own their own I.C.E. Boxes from the initial purchase. In the event of a problem, Sendio will guarantee the server for the life of the license contract. Sendio manages everything on the appliance, from the OS up through the application layer. All updates are handled by our automatic update system about once per quarter.