



## PostMaster Express Overview

Internet and email have become the communications life-line for most organizations. Technological advances have thrown open a vast sea of opportunities and possibilities to make improved usage of the Internet. However, delays and non-delivery of emails, viruses, spam mail, unauthorized access, excessive usage of office Internet facilities for personal use and other related issues have become rather common and frequent. Today, more than ever before, interruptions in Internet connectivity and email delivery problems can severely effect the smooth operations of any workplace. Moreover, often organizational resources such as IT expertise and time and mind space to manage IT network are limited.

So what is really needed is an effective but simple 'fill-it shut-it forget-it' kind of a solution.

That is exactly what PostMaster Express provides.

### Product

PostMaster Express, our flagship product, is the country's best-selling corporate email management software. This simple and easy to use application addresses all your vital e-communication needs, giving you complete peace of mind.

PostMaster Express is an ideal solution for all organizations looking for pure and simple email connectivity. With a basic set of pre-loaded rules, PME ensures low maintenance, optimum resource utilization and maximum productivity. The integrated AntiVirus and AntiSpam protection features address all security concerns while an in-built WebProxy lets your users share Internet Access.

PME offers the above benefits packaged as a smart communications solution for growing businesses. With limited time and mind space deployment to 'manage' technology related issues, PostMaster Express effectively provides a simple 'fill-it shut-it forget-it' kind of a solution.

### Key Features and Benefits

PostMaster Express is a LAN-based mail server that allows organizations to provide email access to all their employees using a single Internet connection. PME serves as a mail distribution engine that manages the flow of all incoming and outgoing emails. It downloads all incoming mails and distributes it to intended recipients, and collects all outgoing mails and sends it to the intended destinations. All email flow is through a single conduit, which significantly increases messaging, Internet monitoring and control capabilities, leading to an unparalleled increase in productivity levels.

PostMaster Express can be set up to share and selectively allow or block Internet access and Messenger facility for your employees.

Below is a checklist of service provided by PME:

#### Complete Communications Solution

- One email account, unlimited email-ids
- Provides email IDs to all employees
- Standardized email disclaimers
- Auto email routing
- Mail Transfer scheduler
- Account Management

#### Email Monitoring & Archiving

You know you need PMX-Mail if any of the following statements describes your need:

Postmaster Express brings in internal email which impacts your productivity by allowing monitoring and improves on the efficiency of your organization's.

- Monitor personal email
- Reduce unwanted email traffic
- Email archiving facility

### **Intranet Email Facility**

- Automatic internal email distribution within the network (even with no Internet connectivity)
- Speedy and reliable
- Reduces Internet bandwidth usage

### **Email Monitoring & Archiving**

- Monitor personal email
- Reduces unwanted email traffic
- Email archiving facility

### **Internet Access & Monitoring**

- Provides Internet access to selected users
- Selectively blocks access to websites
- Logs Internet websites accessed

### **Gateway Level Virus/Spam protection**

- Virus scan of emails at the entry point itself
- Spam filtering and control
- Attachment control

### **Intranet Email Facility**

- All internal emails are distributed automatically within the network (even with no Internet connectivity)
- Speedy and reliable
- Reduces Internet bandwidth usage

### **Technical**

For the technically inclined, PostMaster Express has been completely built using Java technology. The most essential mail management features have been pre-loaded and fine-tuned for better performance. What we call a streamlined and tightly engineered product. Since it has been developed using Java, it is platform independent and works on all popular Operating Systems.

PMX is available in various User Pack sizes (6-user, 12-user, 25-user, 50-user and 100-user).

### **About QLC**

QuantumLink Communications Pvt Ltd is a software development company based in Mumbai, India. QLC designs and develops applications oriented towards getting the maximum productivity and utility from the Internet, with specific emphasis in the areas of E-mail, Internet sharing and TCP/IP based knowledge management systems.

We take a lot of pride in offering excellent technology, via our high performance sales network that is backed by a knowledgeable and responsive support team Our inclination has always been to deliver significant value to our customers on a continuous, ongoing basis.

In addition to our flagship products – PostMaster Express & PostMaster Enterprise, QLC also has over half-dozen software products in the market. With over 6,000 customers and over 13-years of proven technology expertise, QLC is working on a number of product ideas, all attempting to redefine Internet Protocols to achieve Internet Productivity.

6000 + customers  
and growing shows  
the faith our  
customers have in  
PostMaster!!

## Our Clients

Our clientele includes a strong, loyal mix of small, medium and large enterprises. Our client list includes:

Avon Beauty Products, Balaji Telefilms, Bata, Berger Paints, Bharat Sanchar Nigam Ltd., Eveready, Havell's India, Hindustan Motors, Indian Army, Indian Railways, ISRO, Kenstar, Nerolac Paints, Oil India Ltd., Overnite Express Ltd., Ranbaxy laboratories, United Bank of India, UTV, Videocon and Wipro Consumer Care to name a few.

Visit us at [www.qlc.in](http://www.qlc.in), or call us for a free no-obligation, service evaluation. We will be pleased to create an evaluation account solely for your use. With this evaluation account, you will be able to send / receive test mails in actuality. Apart from the first-hand look and feel experience, this will also enable you to check out the response time delivered by our services.

## PostMaster Express Mail

PostMaster Express Mail (PMX-Mail) is the tightly re-engineered and streamlined version of India's best selling e-mail server. The focus of this extensive rework was to make a product that was extremely simple to set up, configure and maintain; a way for an organization to provide e-mail to all users, without committing too much by way of resources for administration and/ or maintenance..

PMX-Mail includes all key features from previous versions of PostMaster, with a few more added and some, further improved. The PMX-WebMail feature has been tuned to give you the freedom to not even use an e-mail client should you so choose. An added bonus is the facility to attach a standardized footer to every outgoing message: advertise, put in a disclaimer or just provide your contact address; a little extra never hurt anyone!

## Features & Benefits

### Branding - a key to communications

Given the role of e-mail in today's communications, having e-mail ID's like [username@company.com](mailto:username@company.com) for all your people is as important as your company name and logo. PMX-Mail lays the foundation for implementing this.

### Impact On Productivity

PMX-Mail immediately introduces the concept of internal e-mail; And then packs in a number of features that allow you to monitor and improve on the efficiency of your organization's communications; e.g. you can archive all your incoming and outgoing messages, set automated responses that acknowledge incoming messages, create department-level ID's that main forward to multiple real users, and much more.

### Superb Value For Money

Starting from making best use of your Internet connection and not requiring a dedicated machine, PMX-Mail ensures that your investment pays itself back in no time. You could put a value on the time your people spend on accessing the Internet and the Web, which gets eliminated the moment you put PMX-Mail in place, you'll wonder why you waited.

### PMX-Mail – Evaluation Criteria

You know you need PMX-Mail when:

- You have at least 3 users who in your organization cannot function effectively without frequent access to e-mail. (For eg: your branch office)
- You want to do away with the number of internet connections that you're supporting at this time.
- You're keen to implement a standard e-mail ID format across your organization.
- You're not comfortable with the amount of time your people spend on the Internet to keep in touch with their e-mail.

Zero maintenance, optimum resource utilization and maximum productivity to ensure more than just ROI - complete peace of mind.

- You wonder whether people are using e-mail for reasons other than official purposes.
- You're not sure whether your e-mail is being responded to on time.
- There have been too many network disruptions of your network due to virus infections; external email recipients complain of infected e-mail from your network.
- Your administrator is forever troubleshooting e-mail related complaints.
- You feel your organization is not making best use of e-mail.

If one or more of the above statements is applicable to you, then get in touch; We'll be happy to introduce you to the 'PostMaster' way of email - Express or Enterprise.

### **AntiVirus & AntiSpam Plugins**

The AntiVirus and the AntiSpam plug-ins for PMX-Mail are designed and optimized for working with PostMaster Express; They ensure your network is protected from e-mail borne viruses and also detect spam mails at the point of entry in your network. The Attachment Control feature gives you explicit more control over the content that enters and leaves your network. The VirusDefs and the SpamDefs database are updated regularly from our servers through the Auto-download feature which are in-built into these plug-ins.

### **Gateway Level AntiVirus Protection**

Anti-virus software is about minimizing, if not eliminating the impact that a new or particularly malicious strain of virus could have on your network. And it's about doing this as conveniently as possible.

Thus, ideally, if you have a solution that offers the best possible protection for known viruses and an equally thorough mechanism of keeping it regularly updated, then the risk to your network from virus attacks is greatly reduced.

Getting that protection at the server level, which is the gateway into your network, tackles the potential threat before it has a chance to penetrate into your network.

### **Tackling The Problem**

Let's take a quick look at how your e-mail system works. When you send out a message from your e-mail client, it is instantly relayed to PMX-Mail, which accepts it and queues it for delivery for when it dials out next. The next time PMX-Mail connects to the Internet, it contacts an Internet-based Mail Server and transmits this message for onward delivery.

The message then moves across the Internet to the recipient's Internet-based Mail Server, where the POP3 (Post Office Protocol) server software accepts the message and stores it. The recipient receives the messages stored in his POP3 account, the next time he connects to collect his messages.

This entire process is reversed when someone sends you a message.

Thus, the Internet-based POP3 server is the first point of entry of e-mail into your network.

Essentially, there are three potential, where points an Anti-virus solution can be put to work, namely:

- On the Internet server, outside of the network,
- On the network mail server, i.e. the machine on which PMX-Mail has been installed, and
- On every node, or individual desktop machine.

### **PostMaster Express Mail AntiVirus**

PostMaster Express Mail AntiVirus (PMX-Mail-AV) is deployed on your PostMaster machine, the gateway to your network. Thus, all incoming emails are scanned at the entry level itself, ensuring the delivery of uninfected and legitimate emails only.

The emails that are detected by the AntiVirus module are quarantined. The decision of what to do with these emails lies with you.

PMX-Mail AntiVirus is integrated tightly with PostMaster Express. Hence it delivers optimum

Strike a right balance between effective spam detection with minimal false positives through our multi layered spam identification techniques.

efficiency in message scanning at the attachment and content level.

### **What AntiVirus Service Offers**

PMX-Mail AntiVirus provides all the capabilities of a typical anti-virus utility:

- Choice of action
- Alerts to sender & recipient
- Self-learning heuristics engine
- Automatic updates

### **Scan Options**

The AntiVirus service has multiple scanning options, which can be customized separately for incoming email, outgoing email and internal email. On detecting a virus, you have total control on the type of action to be taken

### **Alerts through Email**

The AntiVirus service provides the facility of sending automatic alerts, on detection of a virus-infected message, to any or all of the following: administrator, sender, recipient, or any other user

### **Auto download of Virus Data Files**

PostMaster can be set up to automatically update the virus definitions database through the smart update facility

### **Attachment Control**

This feature is intended to give you control over e-mail content, in addition to protection from malicious content. With the amount of objectionable material spreading over e-mail, this becomes a gateway-level filter for such content. Not to mention filtering sensitive material being sent out of your network.

Attachment Control lets you manage malicious & objectionable content that enters / leaves your network, giving you the first set of tools to lay down an e-mail usage policy.

### **Gateway Level AntiSpam Protection**

Given the strengths & weaknesses of the spam handling technologies available, our approach to spam filtering has been to combine content analysis with user choice. This has been achieved by layering multiple spam identification techniques - SpamDef's, global and user defined filters, heuristic content analysis, Bayesian filters & last, but not least, adaptive learning through user collaboration. PMX-Mail AntiSpam is a product of this multi-tier screening logic. Created to strike the proper balance between effective spam detection, and minimal false positive tagging.

#### **How It Works**

Unlike anti-virus applications, anti-spam programs will not delete spam messages because of the very nature of spam, i.e. what may be spam for one organization may not be for another. For instance, computer hardware marketing newsletters may become spam for many organizations, but will not be spam for a system integrator. Or messages with the subject 'Interest Free Loans' may be spam for most organizations but may be part of regular business communication for banks and finance companies.

Given this 'grey' behavior of spam, any anti-spam system will not delete a message, only tag or label it as spam, based on the available rules and technology it follows. The power of acting on this tag is in the hands of the organization or the final recipient.

PMX-Mail AntiSpam runs on your PostMaster Express machine and is integrated tightly with PMX-Mail and the entire PostMaster suite of products. Hence, PMX-Mail AntiSpam delivers optimum efficiency in screening mails.

Integration of the spam-detection methodologies in the proper sequence has resulted in a robust and highly efficient anti-spam solution Boasting of scores among the best in the industry

Ensure that Internet browsing is for productive purpose and not for personal use with the Web - Module for PMX & PME.



and the world today PostMaster makes for the most compelling value for its customers.

On successful training, PMX-Mail AntiSpam has, consistently, delivered greater than 99% spam detection and tagging, and less than 0.5% of false positives.

## **PostMaster Express Mail AntiSpam**

PMX-Mail AntiSpam uses the following approach to spam detection & tagging.

### **Filtering White & Black, Global & Individual**

This forms the first spam barrier. Messages processed by PMX-Mail AntiSpam are first filtered by whitelists and blacklists maintained at the user and system (or global) level. These lists allow messages to be immediately tagged as spam, based upon the email header of the mail. The message gets tagged at the first criteria match, thus optimizing resource usage.

### **SpamDefs & Heuristic Content Screening**

Unlike filters, heuristic processes are not reliant on pre-established formulas, instead using experiential learning to determine whether a message may not be spam. SpamDefs operate on the same principle as virus definitions - a set of globally known fingerprints of spam mail. PMX-Mail AntiSpam compares patterns of incoming messages with those in its database, using Bayesian algorithms, to identify spam. Spam is mutating and evolving even faster than viruses, so the patterns keep changing and growing. SpamDef database updates itself regularly from our servers through the Auto-download feature of PMX-Mail AntiSpam.

### **Collaborative Learning With Bayesian Algorithms**

Filters and SpamDefs are extremely powerful barriers against spam. But, given the essential nature of spam, i.e. spam lies in the eyes of the beholder, because the mail is unsolicited. To address this issue, the next layer of screening is based on understanding the recipients' categorization of what is spam for the organization and himself. Learning takes place by requiring users to classify their incoming mail. The heuristics engine captures the 'fingerprint' information from the message and builds into its knowledge-base and the system, thus, learns. Even a small trusted group of users can train the system up and the system, then, applies this learning for the entire organization. Thus collaborative learning builds a custom spam-filtering system tailored solely a particular for the organization.

## **Net Access Without Excess**

### **What is a Proxy Server?**

The primary use of a proxy server is to allow users access to the Internet from within a network. Anyone within a network can have full Web access with minimum effort and without compromising security

The proxy server listens for requests from users within the network and forwards these requests to remote internet servers. The proxy server reads responses from the external servers and then sends them to internal users.

You can use a proxy server in a number of ways, including:

- Permitting and restricting client access to the Internet, based on the client IP address
- Caching documents for internal documents
- Selectively controlling access to the Internet and subnets based on the submitted URL
- Providing Internet access for companies using private networks
- Converting data to HTML format so it is readable by a browser

### **Introducing PMX-Web**

A proxy server that works as a control system for optimizing work-related usage of Internet resources.

PMX-Web is a proxy server that enables multiple users to access the Internet simultaneously through one shared Internet connection. PMX-Web allows organizations to give controlled access to the Internet. Its features like "activity logging" and "white" and "black" lists of sites ensure that the web is used for only business purposes.

Postmaster Express is ideal for you if you wish to deploy limited time and mind space to manage technology related issues..

### Benefits

PMX-Web puts you in control and gives you a choice - to set up controlled Internet access. It's a tool that you can use in perfect harmony with your organizational policies. Now your policies can be made completely flexible with no compromise on security concerns.

### PostMaster Express Web Features

#### Protocol Support

- Supports all major protocols HTTP, FTP, SOCK and RAV
- TCP Port Mapping facilitates support for proprietary protocols

#### User Control

- Restrict access for each user on whether the user can browse, use ftp, instant messenger or internet chat.
- allows only valid users to access the Internet, based on password authentication
- Support available for user level logging / activity monitoring

#### Activity Control

- Restrict access with site filtering, by specifying a black list of URLs
- Monitor browsing activity through logging and real-time monitor
- Control nature of browsing by restricting access to protocols (SOCKS for Instant Messengers, RAV for streaming audio-video, etc.)

#### Bandwidth Optimization

- Save bandwidth by blocking heavy ad images & downloads
- Load from cache of static pages of frequently visited sites
- For dial-ups, dial only when there is a request for browsing

#### Security

- User authentication ensures only valid usage
- Access Control List to prevent hackers



**PostMaster**  
EXPRESS

**QuantumLink Communications Pvt Ltd**

**AN ISO 9001-2000 COMPANY**



**Registered Office:** 208, Shreepal Complex, Suren Road, Andheri (E), Mumbai 400 093, Tel: +91-22-4095-7700 Fax: +91-22-4095-7799, Email: sales.mumbai@qlc.in  
**Ahmedabad:** 215, Sunrise Complex, Near Swaminarayan Mandir, Vastrapur Ahmedabad – 380015, Phone: +91-79-32408465, E-mail: sales.ahmedabad@qlc.in  
**Bangalore:** No 7,1st Floor, Cambridge Cross, Cambridge Layout, Bangalore – 560 008, Phone: +91-80-41152792, E-mail: sales.south@qlc.in  
**Chennai:** New No. 108, (Old No. 55& 56) Akshaya Plaza, 3rd Floor Harris Road Pudupet, Chennai – 600002, Phone: +91-44-42146882, E-mail: sales.chennai@qlc.in  
**Delhi:** E-13, 3rd Floor, East of Kailash, New Delhi -110065, Phone: +91-11-46546401-11, E-mail: sales.north@qlc.in  
**Hyderabad:** No. 3-5-1097, 2nd Floor, Opposite Blood Bank, Narayanaguda, Hyderabad – 500020, Phone: +91-40-32459900, E-mail: sales.hyderabad@qlc.in  
**Pune:** Sammohini, 720/4, 1st Floor, Near Hotel Ashwini, Off L.B.S. Road Pune – 411 030, Phone: +91-20-32518513, E-mail: sales.west@qlc.in

© Copyright QuantumLink Communications Pvt. Ltd., 2009 PostMaster Express, PostMaster Enterprise, MailServe & MailDirect are the registered trademark of QuantumLink Communications Pvt. Ltd. (QLC). Other company, product and service names mentioned in this document may be trademarks or services of others. The information contained in this document is provided for information purposes only and provided "as is" without warranty of any kind, express or implied. In addition, this information is based on QLC's current product plans and strategy which are subject to change without notice. Without limiting the foregoing, all statements regarding QLC future direction or intent are subject to change or withdrawal without notice and represent goals and objectives only. Nothing contained in this documentation is intended to, nor shall have the effect of, creating any warranties or representations from QLC ( or its suppliers or licensors), or altering the terms and conditions of the applicable license agreements governing the use of software.