

Value-Added Features List

VAF Category	Service	Feature Type	Details
A - General feature	Infax	accessibility	Fax messages retrievable anywhere
A - General feature	Infax	accessibility	No busy signals ever
A - General feature	Infax	support	24 hour customer service, year round
A - General feature	Infax	tracking & reporting	Search or run usage reports online in real time
A - General feature	Maximail	creating messages	Upload existing HTML templates
A - General feature	Maximail	creating messages	Create tables
A - General feature	Maximail	creating messages	Create trackable links
A - General feature	Maximail	creating messages	Create full HTML forms and surveys
A - General feature	Maximail	creating messages	Insert images into HTML messages
A - General feature	Maximail	creating messages	Attachments can be uploaded into emails
A - General feature	Maximail	creating messages	Add trackable pull attachments
A - General feature	Maximail	creating messages	Save created messages as templates and store them for future use
A - General feature	Maximail	creating messages	Attachments can be stored for repeated use
A - General feature	Maximail	delivery options	Send broadcasts immediately or schedule them to be delivered later
A - General feature	Maximail	general options	Support for various attachment file types
A - General feature	Maximail	general options	Upload distribution lists for one-time use or store for future access
A - General feature	Maximail	general options	Upload ad-hoc lists for each broadcast
A - General feature	Maximail	general options	Clients can search lists to locate addresses
A - General feature	Maximail	security	Client administrators (CA's) can set up new user accounts
A - General feature	Maximail	security	Administrators can view reports for any user
A - General feature	Maximail	tracking & reporting	Generate summary reports of sent emails (displayed as a table or graphic representation - and broken down)
A - General feature	Maximail	tracking & reporting	Send-a-friend link clicks can be tracked
A - General feature	Maximail	tracking & reporting	Reports can be accessed as PDF or HTML files
A - General feature	Maximail	tracking & reporting	Detailed reporting provided for status of sent messages
A - General feature	Maximail	tracking & reporting	Check the status of broadcasts for each individual email address
A - General feature	Maximail	tracking & reporting	Survey reporting available
A - General feature	Questfax	general options	Update your documents at any time via fax or PC
A - General feature	Questfax	general options	Customizable voice prompt menu
A - General feature	Questfax	tracking & reporting	Call tracking and accounting
A - General feature	SMS	accessibility	Connection to over 300 mobile operators worldwide
A - General feature	SMS	accessibility	Call our 24-hour customer service line when needed.
A - General feature	SMS	general options	Easy-to-manage online address book
A - General feature	SMS	tracking & reporting	Online tracking and reporting available
A - General feature	Telesend	accessibility	Record from your office phone, home phone, mobile phone or PC
A - General feature	Telesend	accessibility	Load, download, edit, and delete recipients from lists easily online, with 24x7x365 access
A - General feature	Telesend	accessibility	Deliver messages to live persons, voicemail, answering machines, or email inboxes
A - General feature	Telesend	creating messages	Record messages directly via touch-tone phone
A - General feature	Telesend	delivery options	Send voice broadcasts immediately or schedule them for delivery (scheduled ones can be canceled prior to delivery)
A - General feature	Telesend	general options	Upload recipient lists online as .csv file (or sent via FTP)
A - General feature	Telesend	tracking & reporting	Track messages conveniently and easily through our online interface
A - General feature	Unicom	creating messages	Compose messages in plain text or upload HTML
A - General feature	Unicom	creating messages	Attach additional files to emails or faxes
A - General feature	Unicom	creating messages	In fax merge, create tables
A - General feature	Unicom	creating messages	In fax merge, create headers/footers
A - General feature	Unicom	creating messages	Insert images
A - General feature	Unicom	creating messages	Wrap words around images
A - General feature	Unicom	creating messages	Fax merge preview
A - General feature	Unicom	creating messages	Add cover page to faxes
A - General feature	Unicom	creating messages	Add pages numbers
A - General feature	Unicom	creating messages	Add a header/footer
A - General feature	Unicom	delivery options	Broadcasts can be sent immediately or scheduled for later delivery
A - General feature	Unicom	general options	Send email broadcasts
A - General feature	Unicom	general options	Send fax broadcasts
A - General feature	Unicom	general options	Send point-to-point emails
A - General feature	Unicom	general options	Send point-to-point faxes
A - General feature	Unicom	general options	Can create reusable distribution lists to reach thousands of recipients via fax, email, or SMS
A - General feature	Unicom	tracking & reporting	Real-time tracking of messages
A - General feature	Unicom	tracking & reporting	Summary and detailed tracking reports for clients
A - General feature	Unicom	tracking & reporting	Users can search for cancelled, delivered, or pending messages
A - General feature	Unicom	tracking & reporting	Users can track HTML opens

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B - Extra-value feature	Infax	accessibility	Reroute messages to different email addresses or fax numbers
B - Extra-value feature	Infax	general options	Receive faxes in various formats (TIFF, JPEG, PDF, etc)
B - Extra-value feature	Infax	general options	Barcode recognition available, as well as zonal and form OCR
B - Extra-value feature	Infax	general options	Extracted data can be provided in XML or any other structured text
B - Extra-value feature	Infax	security	Secure, password-protected web-access for inbound message status
B - Extra-value feature	Infax	security	Security features keeps clients HIPAA compliant
B - Extra-value feature	Infax	support	Keep your local, existing fax numbers with number portability
B - Extra-value feature	Maximail	creating messages	Create full HTML emails online, as well as plain-text emails
B - Extra-value feature	Maximail	creating messages	Change uploaded HTML templates to plain text with the click of a button
B - Extra-value feature	Maximail	creating messages	Create multipart alternative emails (HMTL+plain text)
B - Extra-value feature	Maximail	creating messages	Create anchors in HTML message text
B - Extra-value feature	Maximail	creating messages	Universal keyboard with UTF-8 characters
B - Extra-value feature	Maximail	creating messages	Share HTML message templates across multiple accounts
B - Extra-value feature	Maximail	customization	Uploaded distribution lists can have insert fields
B - Extra-value feature	Maximail	customization	Client administrators can create and store header and footer blocks that are automatically added to all outbound messages (from that department/client), meeting CAN-SPAM requirements
B - Extra-value feature	Maximail	customization	Send-a-friend links can be customized with leading text
B - Extra-value feature	Maximail	customization	Email recipients can personalize send-a-friend emails before forwarding these messages to friends
B - Extra-value feature	Maximail	customization	Pull file attachments that are plain-text or HTML can include insert fields (from client uploaded lists) for personalized data
B - Extra-value feature	Maximail	customization	Message reference codes and department reference codes are available for easy management of sent-mail database
B - Extra-value feature	Maximail	customization	Customize unsubscribe option language
B - Extra-value feature	Maximail	delivery options	Recipient only sees him/herself as the sole recipient
B - Extra-value feature	Maximail	general options	Share uploaded distribution lists across multiple users
B - Extra-value feature	Maximail	general options	Delete unused lists without losing old tracking/delivery reports of broadcasts sent using those lists
B - Extra-value feature	Maximail	general options	Send-a-friend links can be embedded into an email broadcast manually or automatically
B - Extra-value feature	Maximail	general options	An unsubscribe link is automatically added to the bottom of all outbound messages
B - Extra-value feature	Maximail	security	Designated IP ranges/Multiple IP's available for security measures
B - Extra-value feature	Maximail	security	CA's can lock user name and e-mail address in "From" field
B - Extra-value feature	Maximail	security	CA's can lock the user billing code field
B - Extra-value feature	Maximail	security	CA's can establish alternate reply-to fields
B - Extra-value feature	Maximail	security	CA's can set the unsubscribe option to apply on the user or company level
B - Extra-value feature	Maximail	security	Shared templates are locked from editing by other users
B - Extra-value feature	Maximail	security	Uploaded lists are locked from editing by other users
B - Extra-value feature	Maximail	security	Administrators can turn off default HTML-opens tracking
B - Extra-value feature	Maximail	security	Administrators can also set preferences for password bypass cookies
B - Extra-value feature	Maximail	tracking & reporting	Client reporting on send-a-friend links can detail which recipients clicked links and the total number of clicks
B - Extra-value feature	Maximail	tracking & reporting	Within-message tracking allows for reporting on which users opened emails, clicked on links, clicked on pull links, or sent send-a-friend emails
B - Extra-value feature	Maximail	tracking & reporting	Unique link clicks and total link clicks are tracked and reported
B - Extra-value feature	Maximail	tracking & reporting	Tracking reports detail when the messages was delivered and first opened
B - Extra-value feature	Maximail	tracking & reporting	Detailed reports display the first time each URL is clicked and total number of clicks
B - Extra-value feature	Maximail	tracking & reporting	Survey reports can be downloaded and sorted by all data, data ranges, or new data collected since last download
B - Extra-value feature	SMS	customization	SMS alerts can be customized to report the received message type, sender identity, and other relevant information
B - Extra-value feature	SMS	general options	Outbound: free XML API available for sending messages
B - Extra-value feature	SMS	general options	Outbound: free SMTP API available
B - Extra-value feature	SMS	general options	Outbound: free Java Object API also available
B - Extra-value feature	SMS	general options	Outbound: other additional integration options, such as web services or SMPP, are available when required
B - Extra-value feature	SMS	general options	Outbound plan: economy service offers delivery receipt and a 24 hour delivery timeframe
B - Extra-value feature	SMS	general options	Outbound plan: functional service offers binary support, delivery receipts, flash SMS, logos and ringtones, and a 1 hour delivery timeframe
B - Extra-value feature	SMS	general options	Outbound plan: performance service offers binary support, delivery receipts, dynamic sender address, flash SMS, logos and ringtones, and an immediate delivery timeframe
B - Extra-value feature	SMS	general options	Inbound service: dedicated long inbound number

VAF Category	Service	Feature Type	Details
B - Extra-value feature	SMS	general options	Inbound: forwarding options transfer all inbound SMS messages to an email address via SMTP, HTTP Post, FTP, or other file transfer protocols
B - Extra-value feature	SMS	general options	Inbound service: shared long inbound numbers or shortcodes
B - Extra-value feature	SMS	general options	Inbound service: shortcodes
B - Extra-value feature	SMS	general options	SMS alerts available to notify when new messages arrive in unified mailboxes
B - Extra-value feature	SMS	tracking & reporting	Subscribers can choose to receive delivery alerts regarding the status of their outbound SMS messages
B - Extra-value feature	Telesend	creating messages	Pre-record them as a .wav file and upload onto the website for delivery
B - Extra-value feature	Telesend	customization	Customize automatic retries in case of busy signals
B - Extra-value feature	Telesend	general options	Call transfer service can transfer message recipients to a call center or a designated phone number, so that they can speak to a live person after hearing the voice message
B - Extra-value feature	Telesend	security	Graphnet does not intervene or monitor messages, so users can record them with complete privacy
B - Extra-value feature	Telesend	security	Graphnet offers ID and password protection for user accounts
B - Extra-value feature	Telesend	tracking & reporting	Receive final delivery status reports/journals through our website, by email, or by fax
B - Extra-value feature	Unicom	accessibility	Share lists across users
B - Extra-value feature	Unicom	accessibility	Block list prevents mail from being sent to recipients who do not wish to receive it
B - Extra-value feature	Unicom	creating messages	Attachments can be uploaded in over 50 formats
B - Extra-value feature	Unicom	creating messages	Preview fax images in message
B - Extra-value feature	Unicom	creating messages	In fax merge, use all standard fonts and sizes
B - Extra-value feature	Unicom	creating messages	In fax merge, use formatting such as bolding, italics, centering, underlining, justification, decimal- aligned fields
B - Extra-value feature	Unicom	creating messages	Can add reference number and page number to faxes
B - Extra-value feature	Unicom	customization	Personalize fax messages with fax merge capabilities
B - Extra-value feature	Unicom	customization	Customize cover page to include graphics/other info, or use standard cover page
B - Extra-value feature	Unicom	delivery options	Retry algorithms/resend functions for nondelivered mail
B - Extra-value feature	Unicom	delivery options	Clients can set retry period for fax busy signals
B - Extra-value feature	Unicom	general options	Unicom can convert over 50 different file types into fax-readable format
B - Extra-value feature	Unicom	general options	User profile allows users to display their full name on fax cover sheets
B - Extra-value feature	Unicom	general options	Users can display their full name in the email "From" field
B - Extra-value feature	Unicom	general options	Upload created distribution lists directly to Unicom
B - Extra-value feature	Unicom	general options	Combine existing lists to create new ones
B - Extra-value feature	Unicom	general options	Set expiration dates for lists
B - Extra-value feature	Unicom	general options	Ad-hoc names may be to broadcasts for one-time use. Ad-hoc recipients can still receive personalized messages
B - Extra-value feature	Unicom	general options	Removes duplicate numbers, even when written in different formats
B - Extra-value feature	Unicom	general options	Billing codes allow users to keep track of individual department usage
B - Extra-value feature	Unicom	general options	Can enter customer reference ID's into billing reports to track message deliveries
B - Extra-value feature	Unicom	general options	Can choose fine resolution for faxes
B - Extra-value feature	Unicom	tracking & reporting	Tracking reports can be sent directly to user email or fax addresses
B - Extra-value feature	Unicom	tracking & reporting	Separate broadcast and point-to-point message tracking
B - Extra-value feature	Unicom	tracking & reporting	Users can sort, delete, cancel, or resend tracked jobs
B - Extra-value feature	Unicom	tracking & reporting	Users can search by various fields, including job sequence number, recipient numbers, and job status
B - Extra-value feature	Unicom	tracking & reporting	Reports can be sorted by destination address, delivery date, message ID, or submission date
B - Extra-value feature	Unicom	tracking & reporting	Clients can view when messages were delivered and the time they were opened
C - Unique feature	Maximail	customization	Use insert fields from uploaded distribution lists to personalize messages
C - Unique feature	Maximail	customization	Enter up to five ad-hoc addresses with insert fields during each email broadcast (good for sending personalized messages to a few last-minute addresses or for preview/testing purposes)
C - Unique feature	Maximail	delivery options	All delivered messages display the full name of the sender along with that person's email address in the From field (as supplied by client user)
C - Unique feature	Maximail	delivery options	Delivered messages can be customized to display department information
C - Unique feature	Maximail	delivery options	All reply messages can be rerouted an alternate address at the client domain
C - Unique feature	Maximail	delivery options	Recipient's full name and email address are displayed in the To field (as long as it is provided in the uploaded client list)
C - Unique feature	Maximail	general options	Images can be stored/hosted on Maximail, uploaded for one-time use, or sent inline. Users can also use a combination of all these options

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C - Unique feature	Maximail	general options	Domain restrictions can be placed by Graphnet staff or client administrators to keep track of recipients who can only receive plain-text emails with non-tracking links
C - Unique feature	Maximail	security	Pull files can be password protected (if uploaded client list contains insert fields for passwords)
C - Unique feature	Maximail	security	Password protection allows for five daily attempt entries of the correct password
C - Unique feature	Maximail	security	Five incorrect password entries will result in lockout for 24 hours
C - Unique feature	Maximail	security	Password is stored and encrypted on Maximail
C - Unique feature	Maximail	security	When correct password is entered, users on that specific PC bypass password entry for five days
C - Unique feature	Maximail	tracking & reporting	Summary reports can be generated for individual broadcasts, a series of broadcasts, single point-to-point messages, or multiple point-to-point ones
C - Unique feature	Maximail	tracking & reporting	For easier management of data, detail reports can be supplemented with an extra reference field that can be selected by the client user from the original distribution lists' insert fields
C - Unique feature	Unicom	general options	No limit to the number of merge fields
C - Unique feature	Unicom	general options	No limit on number of pages in message