



VAR Tech Advisory

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Your AMOS System As an E-Mail Server *Increase the Prominence of AMOS At Your Client Sites*

Dear Alpha Micro Dealer:

Companies offering E-mail communication for their employees greatly enhance timely communication and overall productivity. Today, low-cost DSL, cable, and ISDN Internet connections are economical and widely available.

Did you know that AMOS has been functioning flawlessly as an e-mail server for several years? The more we talk to dealers, the more apparent it is that many of you did not know of AMOS's abilities in this area **The purpose of this Tech Advisory is to make you aware of this exciting option, summarize the process to set up AMOS as an e-mail server, and describe the additional marketing opportunities that this represents.**

Advantages Of an AMOS E-Mail Server Versus Other E-Mail Options

Your customers already have an AMOS system. Why should they spend additional money on a separate system just to handle e-mail?

There are no known viruses that can plague an AMOS system.

AMOS makes for an ideal, set-it-and-forget-it environment for e-mail. As your customer's software support provider, you can remotely administer the AMOS e-mail server, easily adding and deleting user accounts as required.

ISPs typically place limits on the number of e-mail accounts and size per e-mail sent or received, and often make it difficult to add and delete users. Some charge additional fees to host additional e-mail accounts. When you host your own e-mail server, you can have an unlimited number of users, along with "generic" users such as sales@xyz.com and service@xyz.com. The entire e-mail environment is under your control.

The AMOS server is flexible and inexpensive. You can use any SMTP/POP3 e-mail client on any platform, including Outlook® and Outlook Express® under Windows, and Entourage® for the Mac.

AlphaMAIL's character-driven front-end program MAIL.LIT even allows dumb terminal users to send and receive text-based e-mails. You can't do that with most NT mail servers. Linux and UNIX text-based e-mail clients are difficult to use and/or expensive. AlphaMAIL is inexpensive and easy to learn, since it uses the familiar VUE editing commands that many users already know from your application software. This feature alone gives AMOS an edge over *any other* e-mail solution for sites with dumb terminals.

ISP Details

In order for AMOS to handle e-mails, you must ask the ISP to pass through to you the "MX Records." Make it clear that you have your own SMTP and POP server. The ISP must also assign you a static IP address, so that you can tie your customer's domain name to that IP address.

If the ISP has not already provided one, you will need a router between the DSL modem and your LAN. Inexpensive models from manufacturers like Netgear work great.

E-Mail From Your AMOS Application

Using EMAIL.LIT (for text-based e-mails) and EMAILH.LIT (for HTML-based e-mails), you can send e-mails directly out of your AMOS application. Your customers can even create attractive HTML e-mails out of any Windows program by using the Aureleon printer driver (www.aureliasystems.com).

Imagine the following scenario:

First, install Aureleon on a PC along with Web Drive. Configure Aureleon to route its output to the J: drive, and configure Web Drive to map the J: drive to an FTP account on your AMOS system. Create a marketing newsletter in Microsoft Publisher®. "Print" that document to the Aureleon printer driver. In seconds, you have a graphical HTML file located on AMOS. Now write an AlphaBASIC program that reads in that HTML file and rewrites it out in "EMAILH.LIT" compatible format, with a header including your customers' e-mail addresses. Finally, XCALL AMOS,"EMAILH.LIT /M filnam.HTM". **With these simple steps, your application can now transmit this graphical newsletter via e-mail to customers from your AMOS database!**

Inexpensive AMOS Software Requirements

To configure AMOS to be an e-mail server, you need AlphaTCP (preferably version 1.5A or later) running with the SMTP daemon (for transmitting and receiving between servers and from clients such as PCs and Macs), and either the POP3D or QPOP3D daemon (for PCs and Macs to log on and pick up e-mails). Try QPOP3D first, as it is faster than POP3D. Certain e-mail programs may require some of the compatibility features of POP3D. If you intend to use EMAIL.LIT or EMAILH.LIT, you will also need to bring up the TAMED daemon.

You also need AlphaMAIL version 1.2B or later, which is licensed by number of simultaneous users of the text-based client MAIL.LIT. For the typical environment where there are few, if any, text-based users, a 4 user AlphaMAIL license will suffice.

Be careful to allocate sufficient disk space for each user's e-mail accounts and the TCPMAIL: and TCPPOP: accounts. With today's commonplace multi-megabyte e-mail attachments, it is generally a good idea to place these PPNs on a spacious extended logical disk.

Please refer to the *AlphaTCP Administrator's Guide* and the *AlphaMAIL Administrator's Guide* for detailed information on configuring the above software.

AMOS Web Server Functionality

Once your customers see the benefit of having AMOS host their e-mail, the next logical step is to host their web site on AMOS. With the AMOS web server's unique programmer-friendly interface, you can create additional billable programming work developing **interactive** AMOS web sites for functions such as order entry or shipment status inquiry. There are no limits to the interactive functions you can offer your customers. As an example, your customer's clients can log on and track down their latest order information and shipping details. Not only is the information up to date, but they can query the system whenever it is convenient for them!

Real World Experience

A prominent customer of ours, Machinery Center of Coral Springs, Florida, uses their AM-6000 not only as an e-mail server for all of their employees, but also to broadcast beautiful HTML flyers advertising their latest specials.

Each e-mail contains a built-in response form written in HTML so that interested recipients can request a quotation on a machine. After receiving an inquiry on a specific machine, a salesperson responds by generating an e-mail quotation out of their AMOS application. That quotation is created in HTML, incorporating their letterhead along with attached photographs of the machine. And yes, their compelling web site, www.machinerycenter.com, also runs on the AM-6000 and dynamically looks up machinery specifications and photographs of the inventory presently in stock.

Make AMOS the Center of Your Clients' IT Universe

Putting e-mail on AMOS further enhances your client's perception of the value and capabilities of their AMOS system. It demonstrates to them again the flexibility of AMOS to deliver a leading edge, integrated solution at a lower cost than the competition.

Customers will no longer have to rely upon inconvenient dial-up ISP accounts and single e-mail addresses for the entire company, or be at the mercy of an inflexible cable or DSL ISP.

E-mail is also an ideal reason to recommend that your clients upgrade their systems. If they don't have Ethernet on AMOS yet, this is the time to sell it. It may also lead to other, affiliated upgrade business, such as installing a PC network or adding e-mail capability to their AMOS applications, or even a fully interactive web site.

There are many advantages for interactive web hosting, e-mail, and tying these powerful functions in with your software application. This process starts when you make your customers aware and remind them of the incredible value of their AMOS system today and into the future.