

SPYDER OUTGOING MESSAGE AGENT

Product Fact Sheet

Product Overview

The Spyder Outgoing Message Agent (“OMA”) is a standalone Geodesic product that provides organizations with a robust, fault resilient, scaleable engine for delivering electronic messages over the Internet.

Its primary use is in scenarios where organizations frequently send mass electronic communications to customers and require a robust messaging engine to manage transmission.

The OMA has been engineered with an open, secure application programming interface (“API”) and a standardized modular architecture, providing for the custom implementation of messaging plug-ins. This makes the OMA a compelling proposition to any organization seeking to enhance its current or future systems with a mass messaging engine.

Principal Features

- XML Instruction based API, where a single instruction specifying message contents and intended recipients are delivered to the engine for execution;
- Built in mail merge, providing for personalization of messages during transmission (mail merge values for each recipient incorporated into the supplied XML instruction);
- Support for multiple media channels according to configuration and plug-ins (e.g. Email, SMS);
- Extensive failure monitoring, such that in the event that of failure, instructions can be resubmitted without the resending to recipients who already received the message;
- Built in routing capability such that OMAs can be “daisy-chained” securely to minimize loading and optimize transmission costs;
- Ability to horizontally scale multiple OMAs;
- Built in call back capability to advise calling systems of transmission result and (depending on preferences specified in the supplied XML instruction) advise the originating sender via email of failure, partial failure and success;
- Activity monitoring API (enables third party systems to monitor current status)

Off The Shelf Plug-ins

- Mass email plug-in (SMTP);
- Mass SMS plug-in (Mundu SMS)

Integration with the Spyder RFS

- Built in support for the Spyder Remote File Server (“RFS”): Instructions containing attachments can specify that such attachments be sent as links. The OMA will manage all interactions with RFS, uploading files and generating unique recipient tokens so that RFS can maintain records of who has accessed each attachment.



Conclusion

The Spyder OMA is an ideal solution for organizations seeking to provide any third party system with a robust, stable, proven mass messaging engine.

Its open modular architecture provides for quick and cost effective integration and extensibility to other media channels and third party services. Organizations and their technology representatives can choose to make use of existing OMA plug-ins and self developed or Geodesic commissioned plug-ins to provide full integration according to needs.

The combination of the OMA and RFS gives organizations a one stop solution for mass messaging, encompassing reliable delivery and monitoring of who has responded to such messaging.

Deployment of the OMA and RFS allows organizations to focus their technology energies on making applications do what they want them to do without worrying about lower level message delivery technology.

Technical Information

The OMA is implemented as a Microsoft Windows Service running on all versions of Windows (2000 upwards). Plugins are written in Microsoft DotNet and late bound via configuration. Server specifications vary depending on projected messaging load.

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