Intelligent Email Infrastructure
PowerMTA™ v4.5
WHAT IS POWERMTA™?

PowerMTA is an enterprise-grade infrastructure application for high-volume email for digital messaging and integrated customer communications. PowerMTA provides superior message throughput with unsurpassed reliability, deliverability and manageability without any further investment in hardware.

PowerMTA delivers a stable SMTP environment, granular connection controls and tighter integration capabilities via APIs to leverage current front-end infrastructure investments and maximize ROI. It is the proven choice for providers of email as a service and corporate postmasters who need to maintain secure, high-volume, reliable email systems on-premise.

• **High availability, low latency and reliable**
• **Comprehensive delivery reporting and analysis**
• **Customization and granular control**
• **Flawless high-volume email delivery**

For very large, time-sensitive mailings, Delivery Control™ allows senders to deliver a message at the time their customers are most likely to open, read and act on it. Time-based engagement metrics maximize both delivery rates and overall campaign results.

• **Remote bounce and feedback loop parsing**
• **Holding queue for later delivery/release**
• **Individual recipient priorities**
• **Queue prioritization**
• **Per-message DKIM signing control**
• **Enhanced monitoring interface**
• **IPv6 support**
• **SNMP support**
Our PowerMTA Management Console (PMC) v1.5 provides window into essential, real-time, top-level delivery and bounce information across selected PowerMTA instances. It supports all the new PowerMTA v4.5 features, including IP-based reporting, saved reports, configurable session timeouts, and advanced reporting filters including sets and regular expressions.

**INTELLIGENT/RELIABLE/SCALABLE/EMAIL INFRASTRUCTURE**

We focus on one technology and one only: a Message Transfer Agent for connecting, scheduling, queuing, processing and monitoring email delivery and status. PowerMTA handles core tasks with greater efficiency, intelligence and control than general-purpose open-source software. PowerMTA also provides authentication tools to maximize delivery, IP segmentation or message classification, delivery policy management and delivery monitoring to preserve he sender’s reputation.

PowerMTA™ Process
• Latest authentication protocols • Unsurpassed granular connection controls
• Superior message throughput • Flexible configuration • Real-time delivery data

TIMING IS EVERYTHING

Recipient engagement is a critical element to maximize delivery to large inbox providers, and only PowerMTA’s Scheduled Delivery Control allows senders to take advantage of time-based engagement metrics to optimize both delivery rates and overall campaign results. Send the message at the time that your data shows is the most likely time the recipient will open, read, and act on the message.

Scheduled Delivery Control™ introduces many new functionalities that include leading-edge capabilities like IP-based Rate Limiting, Multiple DKIM Signing Support (a direct requirement of Gmail when using their feedback loop), Time Interval for bounce-upon-no-mx (to attempt delivery to a domain a few times before actually bouncing the message) and TLS Handshake Performance Optimization developed specifically for high-volume sites using opportunistic TLS globally. Other noteworthy enhancements include:

• Custom Retry Intervals
• Backoff Reason Insight
• Enhanced Job Control (pause & resume)
• Precached Domains Support ensures DNS info always available
• Recipient Events Listing to aid in real-time queue diagnostics
• Reverse DNS Check on inbound connections
• Address Suppression Lists defined with global tag; multiple suppression lists may be used

TRY POWERMTA FOR FREE!

Find out for yourself why PowerMTA is the preferred solution for 70% of the world’s ESPs. Visit port25.com/free-trial and we will install PowerMTA on your hardware obligation-free for 30 days.

CORE FEATURES OF POWERMTA V4.5

PRECISE CONTROL WITH VIRTUALMTAS

VirtualMTA enables the creation of independent queues for different mail streams so senders can control the source IP address for every message. Consolidate servers, reduce manpower and streamline email flow while offering precise delivery control.

REAL-TIME REPUTATION MONITORING

PowerMTA is the first email gateway to offer real-time reputation monitoring. Marketers, administrators and/or ISP relations personnel will be notified immediately your messages are blocked. Once identified, PowerMTA can also stop/pause delivering mail and/or apply a new delivery parameter to execute retry attempts. Stay on top of your reputation and respond to issues before they spread.
DELIVERY POLICY MANAGEMENT

When delivering to large ISPs (e.g. AOL, Gmail, Yahoo, Hotmail), each have different policies and optimal settings for parameters such as number of simultaneous connections, number of delivery attempts per hour (throttling) and authentication methods. PowerMTA lets you define and apply delivery policies globally, per recipient domain, per campaign, per client or per VirtualMTA. By using responsible delivery policies you will improve deliverability and mitigate reputation issues. PowerMTA helps keep all recipients happy and also provides:

• Specify granular delivery rates down to an “X messages per second” basis.
• Ability to break connections of lower priority queues
• Warm-up feature to help build IP address reputation
• Ability to pause queues and delete or re-start

POWER QUEUE

Our proprietary message queuing and delivery engine was designed to address the integration, throughput, control and tracking requirements of your digital messaging infrastructure. Power Queue gives PowerMTA the ability to:

• Deliver 10X more messages per hour than leading open-source alternatives and corporate mail systems
• Maintain strict compliance with recipient ISP requirements and email protocols
• Queue both outbound and inbound message processing

SMTP DELIVERY REPORTING

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• Command-line analysis utility
• Web-based status monitoring
• Data export (XML, CSV, HTML, etc.)
• API to statistics log (C, Java, Perl)

Statistics can also be retrieved on a per-job or VirtualMTA basis to isolate individual campaigns and assess the impact of different delivery policies, authentication methods and accreditation services.

ANALYZE YOUR SUCCESS

Identify problem areas, bottlenecks and issues that might impact delivery before connections are made using the extensive reporting power of PowerMTA. Identify bounces at an individual level, a domain level and a system-wide level.

Among reports available for analysis are bounce categories, delivery times, message counts, top bounce domains aggregated by reason and data transfer and recipient rates over time. A high-level VirtualMTA traffic summary includes real-time error reporting, dynamic configuration based on responses from remote mail servers, in-depth traffic counters and individual mailing data (e.g. newsletter1 vs. newsletter2).
POWERMTA V4.5 TECHNICAL SPECS

SUPPORTED PLATFORMS:

- Microsoft Windows (2008/2012 or any other server class Windows OS; 32-bit and 64-bit)
- RedHat Fedora Core 1 or later (32-bit)
- RedHat Enterprise 4.4 or later (64-bit)
- Other RPM and Debian based distributions supported

Supported Interfaces and Submission/Delivery:

- SMTP (extended)
- API: C, C++, Perl, Java, .NET
- Local “pipe” delivery
- Pickup directory
- File delivery

Delivery Accounting File:

- CSV format
- 7 types of records
- Custom rotation schemes
- Command line delivery/bounce reporting tool

Authentication Specs:

- Multiple DKIM Signing
- DomainKeys Signing
- Sender ID/SPF Support
- DMARC Support
- Encryption

Monitoring:

- Web-based status
- XML over HTTP
- Command-line query tool
- File export (text, XML, DOM-style)
- Source IP Based Monitoring

A HISTORY OF RELIABILITY

Port25 Solutions, Inc., a Messages Systems company, was formed in 1999 by email infrastructure veterans to address the specific needs of email marketers. It was clear that specialized email infrastructure solutions are required to address evolving needs, and that truth has not changed. We are proud of our track record of delivering value to our clients. We work hard to earn the strongest reputation in the market for agility, reliability, integrity and responsiveness. Our clients have shown their appreciation with loyalty and willingness to stake their reputation by referring others to PowerMTA.

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