



Synchronous Responder

Overview

The Synchronous Responder application allows a Sentrion appliance to behave as a proxy rather than a standard MTA. This can be helpful for handling delivery failures in bulk email applications. Acting as a proxy, the Sentrion passes all SMTP responses back to the application that injected the bulk email, allowing the injecting application to do all message disposition tracking without the need to parse log files.

Audience

Companies with bulk mailing applications designed to interact with an SMTP proxy rather than parsing logs to determine message disposition and respond to delivery failures.

Key Features and Functionality Overview

Applications that generate electronic statements, transaction receipts, loyalty offers, and other types of bulk email are sometimes designed to interact with a proxy in order to receive SMTP responses. This allows the injecting application to deal with message dispositions directly based on the structured SMTP codes, rather than letting the MTA respond to failure conditions and then parsing log files after the fact.

This process is efficient from the injecting application's point of view, because there's no need for code to parse logs and determine whether or not a particular message was sent successfully. The application gets the SMTP tracking codes directly, and only needs to know how to respond in each situation. But from an infrastructure point of view, this method can be complicated and costly if you have to add another vendor to your email environment or create a home-grown application to process the outbound mail stream for the injecting application.

Synchronous Responder solves these issues of complexity and cost. It enables a standard Sentrion appliance to serve as a messaging proxy, passing SMTP responses back to the injecting SMTP client instead of performing typical MTA functions such as creating failed message queues and bounce notifications. Your bulk mailing application takes the appropriate actions directly, without the need for special code or third-party add-ons. And if you're already using Sentrion for your business email system, Synchronous Responder keeps things simple for your IT staff. It runs on the same hardware and in the same environment they're already familiar with.

Compared to our Outbound Mail Accelerator, Synchronous Responder allows your injecting application to respond directly to individual message-delivery failures. It also enables the use of TLS for bulk email. Although it can't provide the sheer throughput of Outbound Mail Accelerator, these features make Synchronous Responder perfect for:

- Bulk emailing of financial statements and other high-priority messages that require precise failure handling and/or secure delivery
- Firms with home-grown bulk email applications that aren't designed to parse logs
- Delivery of bulk email to defined customer lists, as opposed to high-volume email blasts targeted to the general public

Synchronous Responder showcases the basic value of the Sentrion approach—a single appliance designed to adapt to virtually any email need you may have. If you need a proxy for bulk email, this one fits your existing environment like a matched set.