



Trusted Message Delivery for SaaS-based CRM Systems

Overview

With Trusted Message Delivery for software-as-a-service(SaaS) CRM systems, we deploy one or more specially configured Sentrions either on your premises or in a hosted environment to route mail originating from the CRM system. This enables email sent through the CRM system to “originate” from your own IP address, with DomainKeys Identified Mail (DKIM) signing, to avoid any sender reputation and email delivery problems that could arise due to the behavior of another user on the shared CRM servers.

Audience

Companies that use SaaS-based CRM systems for marketing and sales activities and are experiencing deliverability problems with email sent through CRM servers.

Key Features and Functionality Overview

SaaS-based CRM systems must pass all email through a shared MTA email infrastructure. This can cause deliverability problems because one customer with bad email practices—such as failing to comply with the CAN-SPAM Act—can damage the IP reputation of everyone else.

Reputation-based spam filters can’t distinguish between good and bad senders coming from a single address; they simply see incoming mail originating from an untrusted address and reject it as bad. This can be a big problem when the legitimate bulk-mail marketing campaign you’ve just spent so much time and money developing gets blocked by receiving ISPs, thanks to the actions of a disreputable spammer using the same system. Or when a salesperson sends a quote to a customer that never arrives. Or worst of all, when your business starts to take on a reputation for being flaky.

Trusted Message Delivery for SaaS-based CRM Systems lets you take control over all email sent through your CRM, in the same way you control the email sent directly through your own servers. Email sent via SaaS CRM systems is automatically routed to a Sention with an IP address tied to your business, where your DKIM signature is added to each message. Our Professional Services team configures one or more Sentrions for this specific purpose, which can be either installed on your premises or hosted by a co-location company such as RackSpace. With this solution:

- All emails sent by your employees—including salespeople in the field—are associated with one of your company’s own IP addresses
- Emails include DKIM authentication as a guarantee of sender authenticity
- Your emails are never blocked by spam filters due to the behavior of other companies you have no control over
- You enjoy all the advanced features and options of Sention for email sent through your CRM system, including policy enforcement and the sheer performance needed for effective bulk-mail campaigns

SaaS-based CRM systems provide great tools for business. But not every business that uses a CRM system is so great. With the Sendmail solution, your good reputation is always your own business.