

Livrabilité e-mail



Avec Philippe Bussière de Phare36

Livraison vs Livrabilité

Le spam, c'est quoi?

Les 5 piliers de la livrabilité

Outils pratiques



About Labcal
The Company
Careers
Clients & Customers

Solutions
Consulting
Network Security
PKI Development

Products
.smartprint
.smartsign
.soshieldmail

Support
FAQs
Downloads
Support contracts
Contact support

Media
Events
Press Releases

Partnerships
Certifications &
Accreditations

Contact Us
Sales
Human Resources
Webmaster

Fingerprint-based biometrics, smart card and Public Key Cryptography authentication solutions for your ID card, physical access and logical access applications!

ID Card Projects for Civilians or Corporate Applications

Discover the latest in Labcal's STRONG biometric ID System!

[SmartPrint Mobile Checker](#)



SmartPrint Enroller

Physical Access Control

Find out about Labcal's new wall mounted fingerprint and smart card reader!

[SmartPrint Sentry](#)

[SmartPrint Sentry \(keypad\)](#)

Logical Access Control (IT Security)

Advanced BIOMETRICS and smart card solutions!



SmartPrint TruBlue

Software

See Labcal at the following events

September 20-22, 2004
The Biometric Consortium Conference 2004
Hyatt Regency Cristal City, Arlington, VA, USA

September 27-30, 2004
ASIS 2004
Dallas Convention Center, Dallas, Texas, USA

October 18-20, 2004
GTEC
Ottawa Congress center, Ottawa, ON, Canada

October 18-20, 2004
Enhancing Information Systems Security through Biometrics, NATO Workshop
Ottawa, Canada

October 19-21, 2004
Security Canada Central - CANASA
Toronto Congress Centre, Toronto, Ontario

HOT TOPICS

News

August 4th, 2004

Labcal's Fingerprint Readers Installed in a Malaysian College for PC/Network Access and e-Purse Applications

[See full Press Release >>>](#)

June 17th, 2004

Labcal's Fingerprint Readers Deployed in 14 Hospitals All Over Malaysia for Time and Attendance

[See full Press Release >>>](#)

May 10th, 2004

Labcal Announces New Sales Representative for Europe





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Careers
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Consulting
Network Security
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FAQs
Downloads
Support contracts
Contact support

Media
Events
Press Releases

Partnerships
Our partners
Our alliances
Become a Partner
Certifications & Accreditations

Contact Us
General Inquiries
Sales
Technical Support
Human Resources
Webmaster



Using SmartSign smart card technology, you upgrade your security level by using "something you know" (the safe's combination / your PIN) AND "something you have" (the portable safe / the smart card) to authenticate yourself to the infrastructure instead of just using "something you know" and that many others might end up knowing, too.



[Product Sheet](#)

SmartLogon for Windows is an alternative to and more secure solution to the basic Windows logon authentication system. Instead of authenticating to the O/S using the conventional user name and password, users can log on using a smart card and a PIN (Personal Identification Number). With the biometric edition of SmartLogon for Windows, users can also authenticate using one of their fingerprints, which adds another layer of authentication >>>

[Product Sheet](#)

SmartPKI2 is a software package used to enhance the security of PKCS#11 enabled applications. This version of SmartPKI2 is designed to work with Entrust to store public and private keys on a hardware token (a smart card). SmartPKI2 allows you to store an Entrust certificate, your Entrust Profile security information and key pairs on your own personal smart card. Key pairs are directly generated in the smart card and private keys never leave the card, even during digital signature >>>



[Product Sheet](#)

SmartProfile is a smart card & biometrically secured Single Sign-On (SSO) solution for Windows. With SmartProfile, all the login credentials (username, password, other login parameters) you use are initially stored into your own personal smart card in order to later be automatically replayed to the appropriate application. Your smart card remembers all your different user names and passwords so you don't have to. Also, access to these important and private credentials are protected by a PIN and your fingerprint (in the Biometric Edition only) so no one can use your card except you >>>



PHARE36 PRÉSENTE

EMAIL MARKETING



LIVRAISON
VS.
LIVRABILITÉ

PHARE36 PRÉSENTE

ATELIER LIVRABILITÉ



LIVRABILITÉ
VS.
INBOX PLACEMENT

LA LIVRAISON

La livraison du email,
c'est le travail de votre fournisseur.

- Email direct
- Email de masse



LA LIVRAISON

Votre message est accepté ou non
par le serveur de votre destinataire



LE INBOX PLACEMENT

Le fait que votre email soit livré dans la boîte de réception de votre destinataire (pas dans les promotions ou les spams).



LE INBOX PLACEMENT

→ C'EST VOTRE TRAVAIL ←



**Alors, pourquoi la LIVRABILITÉ et
le INBOX PLACEMENT sont-ils
importants?**



Rejoindre plus de gens, plus facilement

Augmenter vos revenus

Augmenter le retour sur investissement

Éviter la frustration

Préserver votre réputation

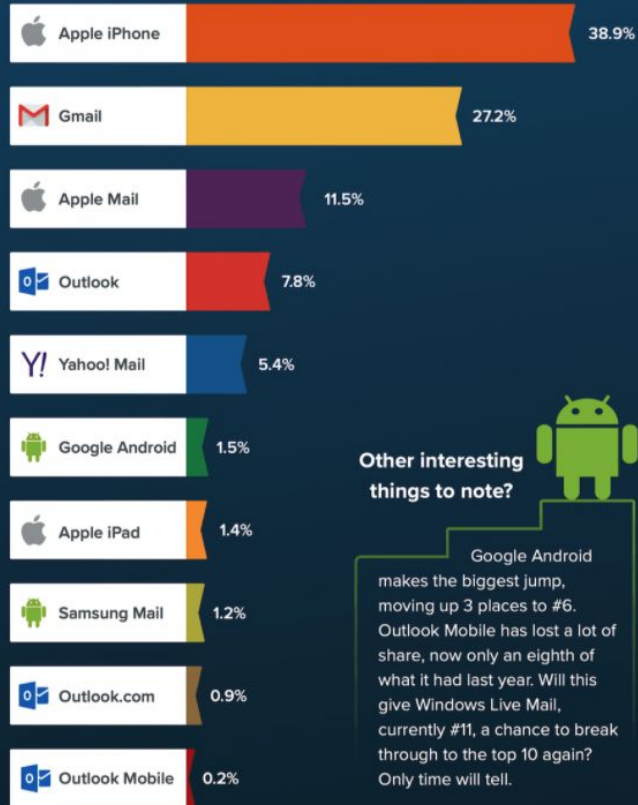


Comment le email marketing a-t-il changé dans les dernières années?



85% des emails sont du spam
Le gros trio contrôle tout (ou presque)





Other interesting things to note?



Google Android makes the biggest jump, moving up 3 places to #6. Outlook Mobile has lost a lot of share, now only an eighth of what it had last year. Will this give Windows Live Mail, currently #11, a chance to break through to the top 10 again? Only time will tell.



**Gmail et Microsoft
possèdent 66% du marché.**



85% des emails sont du spam

Le gros trio contrôle tout (ou presque)

Filtrage personnalisé des boîtes de réception



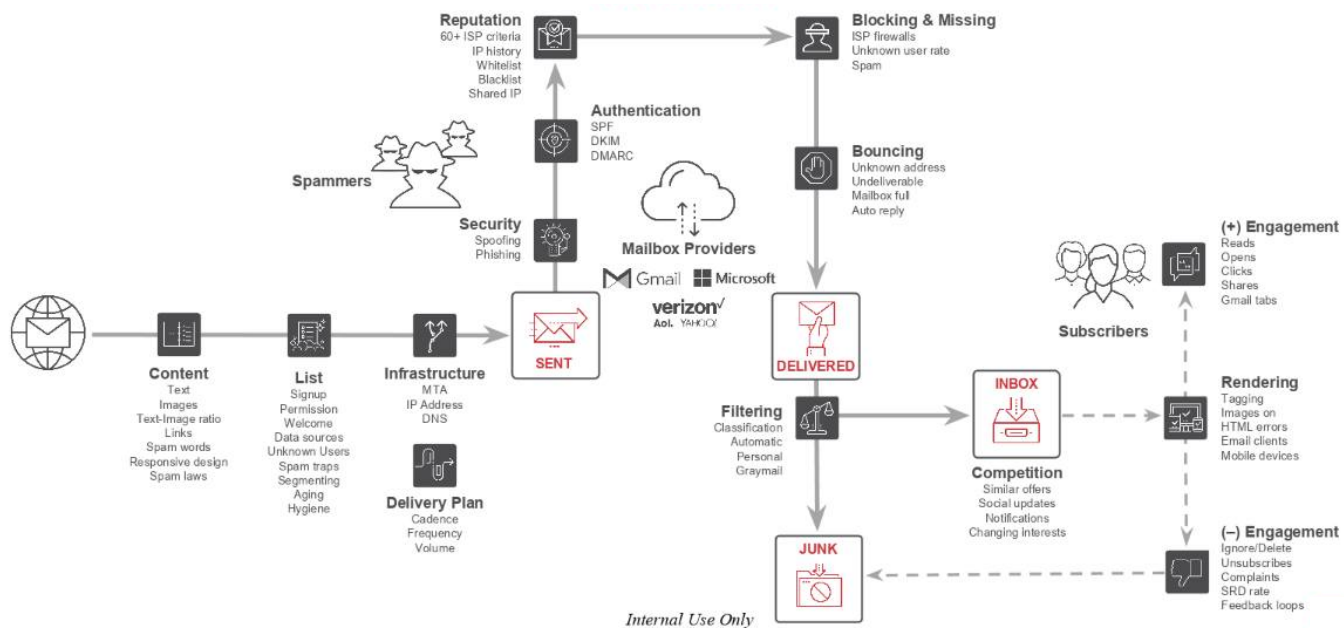
**Définir le spam et
comment votre email
peut être intercepté**



LA LIVRAISON D'UN EMAIL



LA LIVRAISON D'UN EMAIL



LA LIVRAISON D'UN EMAIL

