PARKER SOFTWARE HAS GLOBAL SUCCESS WITH EMAIL TECHNOLOGY

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Parker Software (http://www.parker-software.com) today announced multiple global client wins across the education sector including the University of Wales and Princeton University in the US as well as successes in the following states, Florida, Kansas, Michigan, Pennsylvania and Massachusetts to name a few.

Currently over 40 major Universities and colleges across the world have signed up to the benefits of Parker Software's Email2DB (http://www.email2db.com) software which helps them streamline business processes, increase efficiency and strengthen customer relations by automatically processing emails and updating databases through the use of Email2DB.

Email2DB is a product designed for businesses that receive orders, payments or any other type of regular form-based information via e-mail. It parses the e-mail message and extracts field data, which is then used to update databases. Email2DB can also send custom e-mail responses, process attachments and update Outlook Contacts.

The education sector is finding this tool particularly useful to process web forms as more and more student applications, event registration, general enquiries and surveys are received or undertaken online.   Customer care is the foundation of every business and time and efficiency are critical to any business or organisation; particularly the education sector, however the daily demands of running an educational establishment, the quantity of emails received and the time it takes to process them can make it too easy to let customer service slip. Email2DB's automatic email response and customised follow-up emails enables users to maintain regular contact and strengthen customer relations, helping to create satisfied customers, repeat custom and build a professional reputation. Email2DB is a powerful tool that automates email processing and updates backend databases, integrating data into critical applications, e.g. accounting and CRM, to streamline business processes, free staff from the tedious task of transferring data and avoid making potentially damaging manual entry mistakes.

Dr Owen Parry, Head of Information Services at the University of Wales comments: "At the University of Wales we use Email2DB for several purposes. All our web forms go through a post-submission process which emails the Email2DB user with all form variables. We then add a record to a MSSQL database table for audit or later analysis, send a thank-you email to the respondent and/or send a further email to a member of staff. Typical forms are enquiries, event registration and surveys as well as Freedom of Information requests. We also use the software as a way of securely passing documents from remote organisations to specific areas of our file systems – again it's a web form with an upload to a server with strong anti-virus checking but this time the post-processing sends the uploaded files as attachments to messages which we can then process with scripts to the correct staff member. We also use this for Welsh-English translation requests internally. In addition, we have just bought some temperature monitors for our server rooms which I have set up to email alerts to the Email2DB user with a trigger to SMS to support staff mobile phones if there is an environment problem overnight or at weekends/holidays. It is an excellent product and we have found it invaluable."

Parker Software's Business Development Manager Ian Rowley adds: "Any business that receive orders,

enquires, payments or any sort of feedback form via e-mail or online form will find Email2DB an invaluable tool. For instance, a business can receive an order via e-mail. Email2DB will read it, extract the data and update the accounting database. Then, it will send a customized confirmation e-mail to the customer, forward the order to the order processing department and print a report," he said. "It also improves on secure electronic transactions because it allows databases to be updated away from the Web server.

Email2DB can process e-mail messages from POP3 and IMAP servers and directly from Microsoft Outlook folders. The Email2DB server runs as a system service and does not interfere with the normal e-mail flow. Email2DB also includes a powerful scripting language, allowing businesses to create custom business processes that can be executed in response to e-mail messages."

Parker Software is providing companies, large and small, with a 30-day free evaluation version of Email2DB. The evaluation software can be downloaded at www.email2db.com under the free trial section.

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