

# Nettec HTML Email-Authoring Tool will Save Businesses

Submitted by: Nettec

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Nettec plc, the content managed corporate portal specialist, announce the launch of an innovative new HTML email-authoring tool.

By working closely with their clients in the Travel and Financial Services sector, Nettec identified a strong business need for a robust but simple-to-use HTML email-authoring tool. This cost-effective tool helps clients break away from the drabness of text emails into the sunshine of web -pages providing a richer messaging reality in an email. It is a natural extension to clients own development of content and messaging solutions and allows an unlimited number of bespoke templates that can include images, charts and logos

Simon Carter, Nettec Consulting Director, comments:

“Clients are looking for a way to get the usability and trackability benefits of HTML emails without the pain of hand-coding each mail – our tool can triple email read-rates and save businesses over £100k a year. Businesses don’t want users to compromise communication and brand standards with crude HTML creations or clog up mail-servers with huge attachment files. Our tool allows non-technical users to create consistently formatted HTML emails, with web-page functionality, using approved templates. Although there are other tools in the marketplace, the extendibility and XML functionality of the Nettec tool makes ours a clear winner.”

The application can be as sophisticated as clients need. Functionality includes formal approval before transmission and sophisticated analysis of user interaction with sent mails. It can also create basic-text mails, PDFs or web-pages from the same content. Non-technical users can create and send consistently formatted HTML emails. They can also input text through forms, preview and amend mails, paste in Excel charts that retain their formatting and add images or charts according to the chosen template.

Simon Carter, Consulting Director , Nettec said, “We’re convinced we’re at the beginning of a step-change in messaging that will allow clients to reach audiences with a flexible mix of HTML email, SMS and MMS (Multi-media Message Service) messages. Nettec are already developing solutions that will deliver that vision and are currently developing bespoke installations of the HTML email-authoring tool for several clients”.

To develop a comprehensive distribution solution, Nettec have worked closely with Xpedite in order to make the application compatible with their market-leading MessageReach solution. Technical development drew on Nettec’s extensive experience of XML/XSLT, content management systems and intuitive interface-development.

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Notes to Editor

About Nettec

Nettec plc designs, builds and supports content-managed corporate portals, partnering with the world's leading software companies, selecting best-in-class technology to deliver the most cost-effective business fit. Nettec's modular solutions, whether bespoke or off-the-shelf, can comprise content management, application integration, web services and application support. Nettec's award winning design and technical expertise encompasses web development, mobile communications, interactiveTV, J2EE and desktop technologies. A small selection of clients include: AXA Investment Managers, Deutsche Bank AG, First Choice Holidays plc, Interflora, News International plc, Superdrug and The Capita Group.

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About Xpedite

Xpedite <http://www.xpedite.com> helps companies manage information distribution to and from their customers through multimedia messaging solutions, including fax, e-mail, voice and wireless services. Similar to the traditional advertising model of using multiple communications channels such as television, radio and print, Xpedite offers customers an integrated approach to efficiently and effectively reach their target audiences. The company's dynamic service offerings include innovative solutions for high-volume, time-sensitive communications, such as bank statements, billing invoices, subscription renewals, promotional offers, and more. Xpedite processed approximately 2 billion messages in 2001 for a global client base that includes almost half of the Fortune 500, and such industry leaders as Boeing, Bank One, JP Morgan Chase, Marriott, Merck, Morgan Stanley, Nippon Life Insurance, and Xerox. Xpedite is a business unit of Ptek Holdings (NASDAQ: PTEK; <http://www.ptek.com> and has sales offices in 30 locations throughout the United States and 25 international offices in 18 countries.