

Email Delivery Service

SoftLayer® Technologies

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■ What It Is

SoftLayer® Email Delivery Service is a highly-scalable, cloud-based email relay solution designed for digital marketers and application developers. Leveraging the SendGrid™ platform, SoftLayer Email Delivery Service seamlessly integrates with any SoftLayer computing environment and is accessible through our industry-leading Customer Portal.

Ready to deploy out-of-the-box, SoftLayer Email Delivery Service saves the time and cost of developing a proprietary email solution or licensing a third-party email service. The comprehensive email service manages multiple technical details for you including scaling infrastructure, ISP outreach, reputation monitoring, whitelist services, and real-time analytics.

■ Advantages

Exceptional Reliability Backed by SoftLayer's industry-leading Service Level Agreements (SLAs), the service is guaranteed to have the highest levels of uptime and assurance.

Instant Scalability Because the system is cloud-based, it can manage virtually any delivery volume—from 100 emails to 100 million and more—as client needs and requirements grow.

Superior Email Delivery Rates The system employs several advanced delivery protocols to ensure emails will arrive as intended with minimal bounceback. It delivers DKIM, rDNS, SP, ISP rate limits, and content inspection.

Comprehensive Real-Time Analytics The service provides in-depth, real-time analytics for all deliveries including click and open tracking, bounce and spam management, and unsubscribe and block tracking. All analytics are easily viewed and managed through the Customer Portal.

High Expandability Featuring an extensible REST API and an easy-to-use front-end GUI, the service can be easily configured to customer requirements and offers easy extension of inbound and outbound email functionality.

■ Contact SoftLayer

For complete service offering feature details, visit softlayer.com/solutions/email-delivery-service.

For more information about SoftLayer Email Delivery Service or any other SoftLayer products, contact one of our technically trained sales staff by phone, email or live chat via our site.

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Service Offerings

SERVICE LEVEL	FREE	BASIC	ADVANCED	ENTERPRISE
Features				
Monthly Pricing	\$0.00	\$20.00	\$75.00	\$150.00
Emails per Month	25,000	50,000	100,000	250,000
Price per Additional Email	\$0.001	\$0.001	\$0.00085	\$0.00075
Deliverability				
Domain Keys	●	●	●	●
DKLM	●	●	●	●
SPF			●	●
Content Inspection			●	●
Reputation Monitoring			●	●
Spam Filter Testing			●	●
ISP Monitoring			●	●
Link Customization			●	●
Dedicated IP Address			●	●
Whitelist Qualified			●	●
Whitelabeling			●	●
Feedback Loops			●	●
Custom Integration And APIs				
SMTP Replay	●	●	●	●
SMTP/Web API	●	●	●	●
Parse API			●	●
Event API			●	●
Reporting/Analytics				
Real Time Analytics Reporting			●	●
Automated Email Reporting			●	●
Requests	●	●	●	●
Delivered	●	●	●	●
Bouce Reports	●	●	●	●
Repeat Bounce Reports	●	●	●	●
Spam Reports	●	●	●	●
Repeat Spam Reports	●	●	●	●
Invalid Email Requests	●	●	●	●
Blocks			●	●
Email Activity	●	●	●	●
Open Tracking		●	●	●
Unique Open Tracking			●	●
Click Tracking		●	●	●
Unique Click Tracking			●	●
Unsubscribe Tracking		●	●	●
Other Features				
Sub-user Capabilities			●	●
Newsletter			●	●