



Case Study Submitted For: [Accent Overseas.]

E-Mail Marketing through List Server

Summary

Accent Overseas is a leading company having various divisions in different spheres like IT, Animation, Games, HR consultancy, Rubber and Tyre industry .Member of Nasscom and FICCI due to our excellence into IT and ITeS services provided not only in the boundaries of India but across the world. This project was done for a sub-division of Accent overseas, **Naukriguru, and a Job Portal**. The Complete project involved building a Marketing tool via list server so as to achieve large numbers of mails to the subscribed base, management of subscriptions with categories and integration with current in-house developed software. Also, to make sure that most of the infrastructure at server end is on Linux.

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	<h3>Aims/Objectives</h3> <p>To develop a managed bulk mailing environment for the subscribed job seekers as per the categories and requirement and integrate it with in-house developed application for management.</p>
	<h3>Brief</h3> <p>The project was undertaken at the client location, with a team of two, Linux and Linux Project manager cum architect.</p>
	<h3>Technologies Involved</h3> <ul style="list-style-type: none">• Qmail.• Ezmlm list Manager with ezmlm-web• Mysql with phpMyAdmin• Apache• Fedora Linux operating system
	<h3>What did it achieve?</h3> <p>A cost effective yet efficient system which could achieve the growing need of the lead and follow-through management. Few major achievements</p> <ol style="list-style-type: none">a. Email and follow-up management to clients High Traffic portal is better managedb. Major issues of mails landing as spam have been drastically reduced.c. Delays of bulk mail transfers have been reduced effectively.d. A high reliable, scalable and fast yet low cost solution built up on Linux.