

Customer Success Story - eApps

Improving Newsletter Efficiency with kNEWS

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Overview

eApps, a professional technology services firm, is a high-value provider of managed hosting and application development services for businesses. Located in Norcross, Georgia, eApps was founded in 1986 and is an IBM Lotus Advanced Business Partner.

eApps is using kNEWS Professional™ for Lotus Notes and Domino to publish an electronic newsletter for customers, prospects, and partners. Over 2,200 subscribers currently receive the e-newsletters and the subscriber base continues to grow.

The newsletter, called the eApps upDate, contains information about industry trends, the company, its services, special events, technical tips, special offers and announcements.

The Challenge

Prior to using kNEWS, eApps published a printed newsletter that was distributed as a .pdf document on its website. eApps first had to create the newsletter in Microsoft Word, generate a .pdf document, transfer it to the corporate website, and then e-mail a URL link to subscribers. The process was time-intensive and didn't provide a means to manage the subscription process.

The Solution

A streamlined process and multiple delivery modes

kNEWS has made the process of creating e-newsletters easier for eApps and its use has also benefited subscribers. The publications are more timely, easier to read online, and subscribers can choose their preferred format: plain text e-mail, HTML e-mail, or a URL link to a web page.

“Publishing a regular newsletter was just too cumbersome in Word,” said Rick Lingsch, eApps’ President. “With kNEWS, we have a single database to put all article and newsletter content and even notes for future e-newsletters. We can publish our newsletters in a fraction of the time it used to take us.”

Efficient e-mail list management

kNEWS also provided eApps with a simpler way to manage their opt-in e-mail list groups.

“Before, we had four different e-mail lists in four different databases. We developed some code to pull e-mail addresses from the different databases to use for mass mailing. It worked, but with kNEWS, we have all e-mail lists in a single database and it’s much more efficient. I like how kNEWS interfaces with our Domino Directory (NAB) because it allows us to use e-mail groups for other communications.”

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Subscribers can manage their own subscription profiles from a web-based registration form that integrates with the eApps website. kNEWS also provides two ways for subscribers to remove themselves from the mailing lists: with a Web browser and/or via e-mail.

Gauging interest

The Reporting Services module in kNEWS gathers anonymous click-throughs to articles and publications. The reports help eApps learn which content is of most interest to its readers.

Proactively connecting with customers

Response to the eApps upDate has been excellent. eApps receives numerous inquiries about the content it publishes and it has established more direct relationships with its customers, prospects, and partners. Sales have resulted from special offers in the eApps upDate, and with each issue, they see a measurable increase in website traffic.

To see a sample of the eApps upDate e-newsletters, visit this URL and subscribe:
<http://www.eapps.com/SignUp/Newsletter.jsp>

eApps is located at: Holcomb Woods Office Park, 3850 Holcomb Bridge Road, Suite 250, Norcross, GA 30071. Telephone: 770.448.2100.

About Maarga Systems, Inc.

Maarga Systems, Inc. is a software company based in Iselin, New Jersey. Maarga offers comprehensive IT solutions to small and medium businesses with its strong product and services portfolio. Maarga acquired the kNEWS suite of products from Gallatin Technologies, Inc in 2007. Maarga Systems, Inc is a wholly owned subsidiary of Maarga Systems Private Limited, a leading offshore outsourcing firm, based in Chennai, India offering high quality custom application development, application maintenance and system administration services around the Lotus Notes, Domino platform. Maarga is an **IBM Business partner**.

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