



Emailvision provide its customers with a solution of multi-channel marketing campaigns (Emails, mobile networks or text messages, and social networks such as LinkedIn, Twitter or Facebook).

This solution goes along with a Customer Intelligence platform that enables Emailvision's customers a better management of the campaigns' results and a real-time segmenting for new campaigns through the SaaS portal only reachable via a browser.

Present in **22 countries**, Emailvision sends **630,000 campaigns per month** for more than **3,200 customers** all around the world.

The quality of service is built upon **12 years of R&D** and a passionate workforce of more than **700 employees**. The investment fund Francisco Partners owns the company.



NEED

As an Email Service Provider, (ESP) Emailvision needs to send high quantities of traffic (mainly SMTP peaks) towards big Internet Service Providers offering mailboxes.

Therefore **Emailvision** has to be connected directly or indirectly to these ISPs.

emailvision
www.emailvision.fr

SOLUTION

Emailvision chose to connect to **France-IX**, the internet exchange point which was ignited by a number of **telecoms players** and whose ambition is to position Paris as a strategic world internet hub.

France-IX's very active infrastructure delivers high quality service when it comes to **availability**.

Through **France-IX**, Emailvision can benefit from a direct path to **Google's and Microsoft's networks** and this link optimizes the sending of campaigns to **Gmail, Hotmail and Outlook mailboxes**. With the same connection to **France-IX**, Emailvision develops links to other smaller ISPs owning and handling their own mailboxes.

The Internet exchange point (IXP) represents the **ideal answer to gain direct traffic** with the operators with the sole subscription of a neutral interconnection service and without being compelled to pay at the rate of traffic. Thus Emailvision can **control the cost of this service**.

When an internet player, toward which **Emailvision** observes a **significant constant traffic** through one of their IP transit providers, is also present at **France-IX**, Emailvision will configure a direct session on the **IXP platform**.

This connection being materialized on **shared local architectures**, the cost lower even more compared to IP transit delivered by an operator.



If **Emailvision** shows a particular interest in setting up **direct connections** with online international mailboxes, the **peering service** also cuts the needs of **Emailvision** offices for IP transit. Thus the ESP justifies its connection to **France-IX** by 2 points: **the improvement of its customers flows but also its employees' ones.**

Therefore a peering session is established with a Content Delivery Network (CDN), this doesn't add value to **Emailvision's** service delivered to its customers. However this lightens the traffic sent from **Emailvision's** offices to its **backbone** to IP transit providers to finally reach the CDN.

For this matter **Emailvision** applies an **open peering policy** encompassing the **France-IX** routes servers service whose mission is to reduce the time spent in setting up peering sessions.

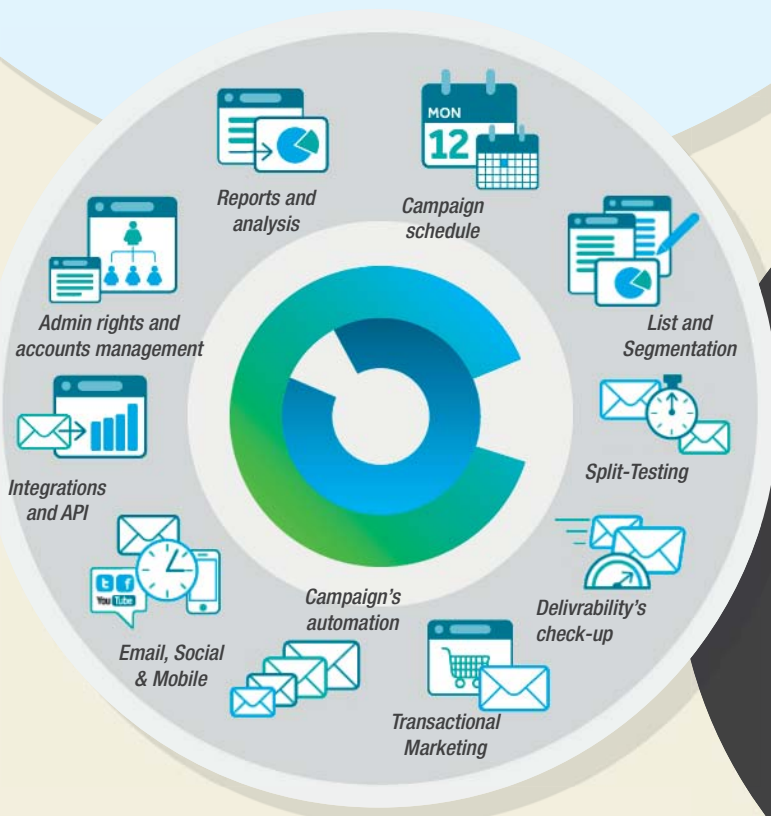
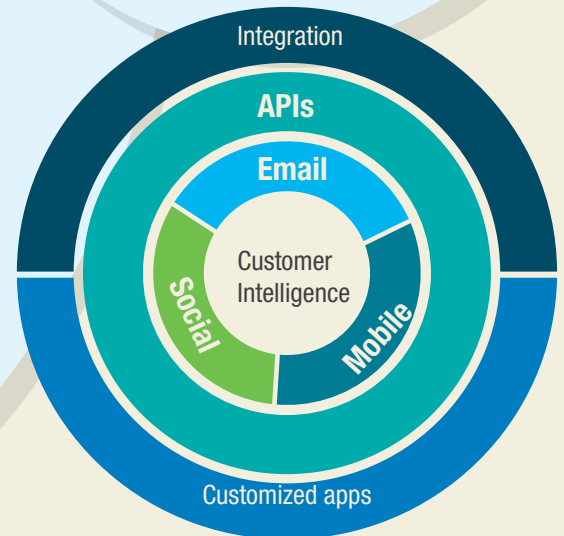
Emailvision connected a 1 Gbps line-rate port in **both IPv4/IPv6** public peering since the ESP network is already fully dualstacked. With an average use of **250 Mbps and peaks up to 550 Mbps**, this offer meets **Emailvision's** current traffic needs.

The capacity of the chosen port also offers the possibility to absorb occasional rises in traffic and the growth of the business in the long term. This **flexible formula** perfectly suits the ESP. The campaigns are indeed sent at any time the customers want. In doing so, the sending of several campaigns at the same time make **Emailvision's** SMTP traffic rise suddenly.

This is why it is important for **Emailvision** to connect with a high bandwidth port, to make sure it can **handle sudden traffic and avoid congestion.**

Benefits for Emailvision

- Flexibility in the management of outbound traffic
- Direct access to major suppliers of mailboxes
- Lower costs of IP transit
- Traffic available for the needs of their customers and for the needs of Emailvision own internet access
- Smooth peering sessions' settings



Main email & mobile features

EVOLUTION

Nowadays **Emailvision** operates on the world scale and positions itself as the leader in most of the countries where it is located.

In order to increase its performance on the American and Asian continents, **Emailvision** has started **deploying new infrastructures** outside Europe and plans to **link its network to big international ISPs and operators.**

Emailvision is aware of the **submarine cables** coming from Asia and landing in **Marseille**, where one of **France-IX** points of presence is located. Therefore the ESP would consider connecting itself to the **Asian operators** if they do connect to **France-IX** in the future.