



Swisscom Mailer

www.web-essentials.ch



PROJECT DESCRIPTION

THE PROBLEM.

Swisscom is Switzerland's leading telecom company, with headquarters in Bern and international activities throughout Europe. They needed a web-based email management system that was easy to use and would integrate with their existing user database and Event Management App (KIME) and allow them to send out bulk emails to specific user groups. Swisscom wanted a new inhouse system that was independent of existing US based hosted newsletter distribution services.

WHAT WE DID.

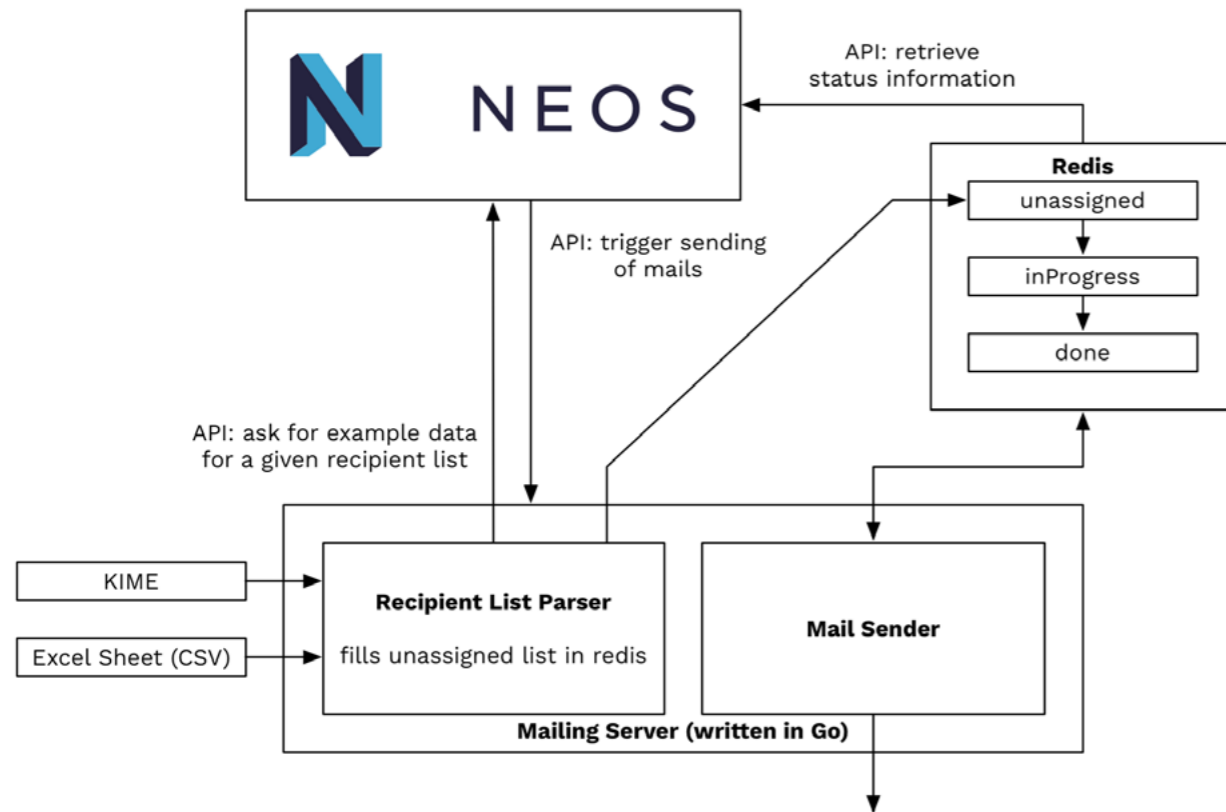
Together with Neos core team member Sebastian Kurfürst and Christoph Dähne from Sandstorm Media, Web Essentials delivered a self-hosted multilingual mailing solution using Neos CMS, Flow Framework and a custom-built Sending Daemon tool to enable multiple teams within Swisscom to quickly create, launch and monitor unique email campaigns.



NEOS Award
Submission 2017.

NAME OF THE PROJECT:
SWISSCOM MAILER

WHAT IS THE PROJECT ABOUT



SEAMLESS INTEGRATION WITH EXISTING SYSTEMS

- + A Neos Flow module retrieves recipient data from both Swisscom's existing user database (via Excel upload) or a proprietary backend system (e.g. Swisscom's Flow Framework Event Management Web Application, KIME) via a custom built API. An intuitive mailing list management interface enables Swisscom to manage multiple mailing lists and send out newsletters to specific inhouse recipients or external event participants.
- + A corresponding Neos module manages synchronization parameters and filtering.
- + The mailing backend tool which works together with Neos to send out the newsletters was written in Go. This tool connects to Swisscom's Sendmail Service (but also works with email sending services like Mandrill or an SMTP server) to send out the newsletters, and was successfully tested with a 300,000 recipient campaign.



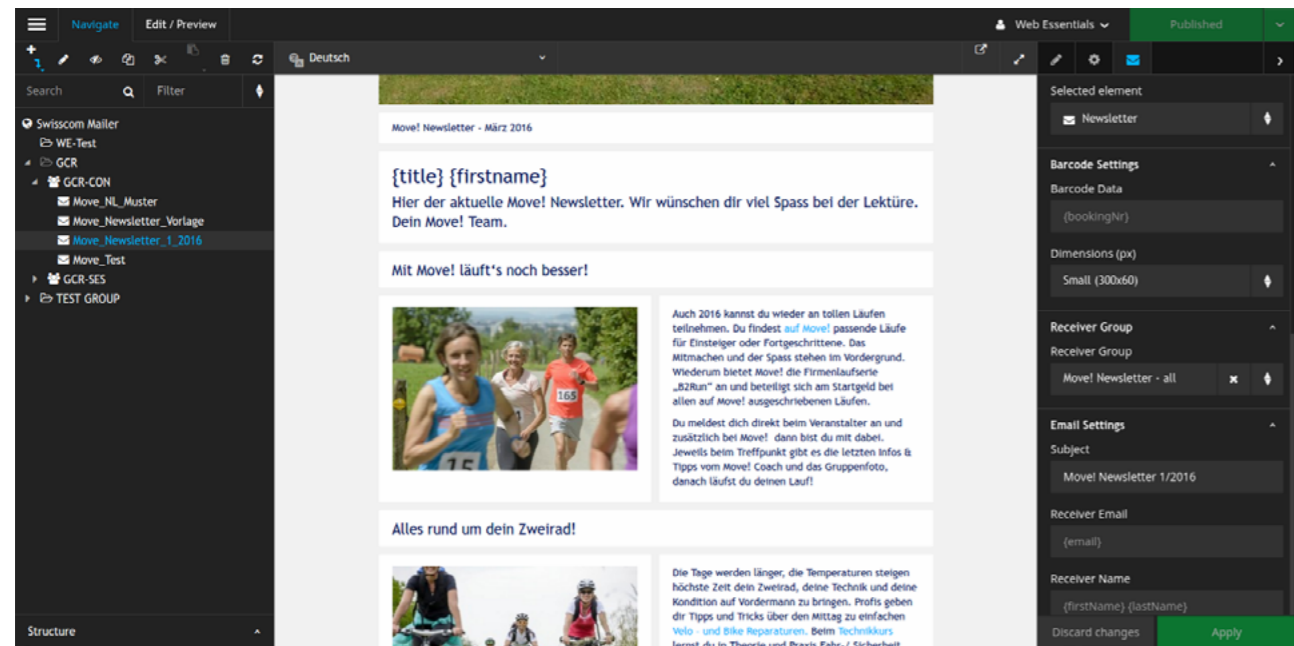
ACCESSIBLE & TRANSPARENT COMMUNICATION MANAGEMENT & ANALYSIS

- + Neos intuitive inline editing was created to ease the lives of website editors. So why not use it for HTML newsletters? A new newsletter is stored as a subpage using a responsive HTML template according to Swisscom's brand guidelines that is optimized for the most popular email clients, and allows editors to create newsletters quickly and easily. Recipient information can then be inserted using custom data nodes so editors can easily conceptualize and finalize each newsletter campaign before sending them out.
- + In addition, the system supports delivery schedules, historical data and provides basic reporting for campaign analysis. It uses Redis to store and communicate user information and send this to Neos so editors can monitor the success of their newsletter campaign.
- + Swisscom is an international company, with a high concentration of activities in Italy. The Neos CMS facilitates newsletter releases in multiple languages to target Swisscom's international customer base.

This provides Swisscom users with a flexible platform to create, manage and analyse their email communications, streamlining internal resources and tool expenses.

USER FRIENDLY INTERFACE

One of the most important project requirements was ease of use for the Swisscom team. Neos has a reputation for being intuitive, which is why we chose it to develop an interface that makes it straightforward and fast for Swisscom users to create and send newsletters.



BUSINESS VALUE

The Mailer was initially built as a single prototype for a single team within Swisscom. Rapid interest in the tool from other departments fueled a transition from prototype to fully fledged product, with new releases providing continuous improvements to the system. The Mailer is now evolving to become a central communication tool for different news sources within the organization.

CONTRIBUTION TO THE NEOS COMMUNITY

Once the prototype was ready, we published the generic code as Open Source. Releasing this innovative product to the Neos community helps drive the continued progress of Neos CMS. The code can be found here: <https://github.com/sandstorm/mailer-daemon>

Customer feedback directly highlighted the usability benefits of Neos:

“Editors can build their own newsletters after a short training session and they are able to repeat it even if they have not used the tool for a couple of weeks!”



Wolfgang Megert
Business Development

Swisscom

THE TEAM OF EXPERTS

Partnership was key to Mailer's success. After Web Essentials initially defined the concept for the project, Neos experts Sebastian and Christoph from Sandstorm Media developed the underlying mailing engine, allowing Neos to be adapted to use variables and send out newsletters. Web Essentials assembled the different pieces into a fully functioning system and continues to maintain and build new features to improve and simplify the editor experience.

WHY IS OUR PROJECT AWARD-WORTHY?



PIONEERING PROJECT

This pioneering project is an ideal representation of Neos as an innovative content application program. The shared project approach between trained Neos developers, the giving back to the Neos community by publishing the code as open source and the fact that this Neos project matured beyond the original prototype into a valuable product for multiple departments shows how Neos can be used to benefit all kinds of users.

With Swisscom Mailer, we took the core strengths of Neos CMS in order to use it for a new purpose and show what Neos is capable of beyond a traditional Neos CMS website project.

**This makes the Swisscom Mailer project
worthy of its first award.**

[Full Swisscom Mailer demo available on request]

Get in touch.

Web Essentials is a digital products & services company with expertise in web applications, websites and other digital tools for a diverse client base ranging across a wide spectrum of industry sectors. Web Essentials is also committed to making a positive social impact on the lives of Cambodians by providing employment, mentorship and training to Cambodian technology graduates.



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