

CUSTOMER EXPERIENCE MANAGEMENT SPECIAL

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XgenPlus

**A Make in India
Enterprise Email
platform to level with
Global Email Players**

IN MY OPINION

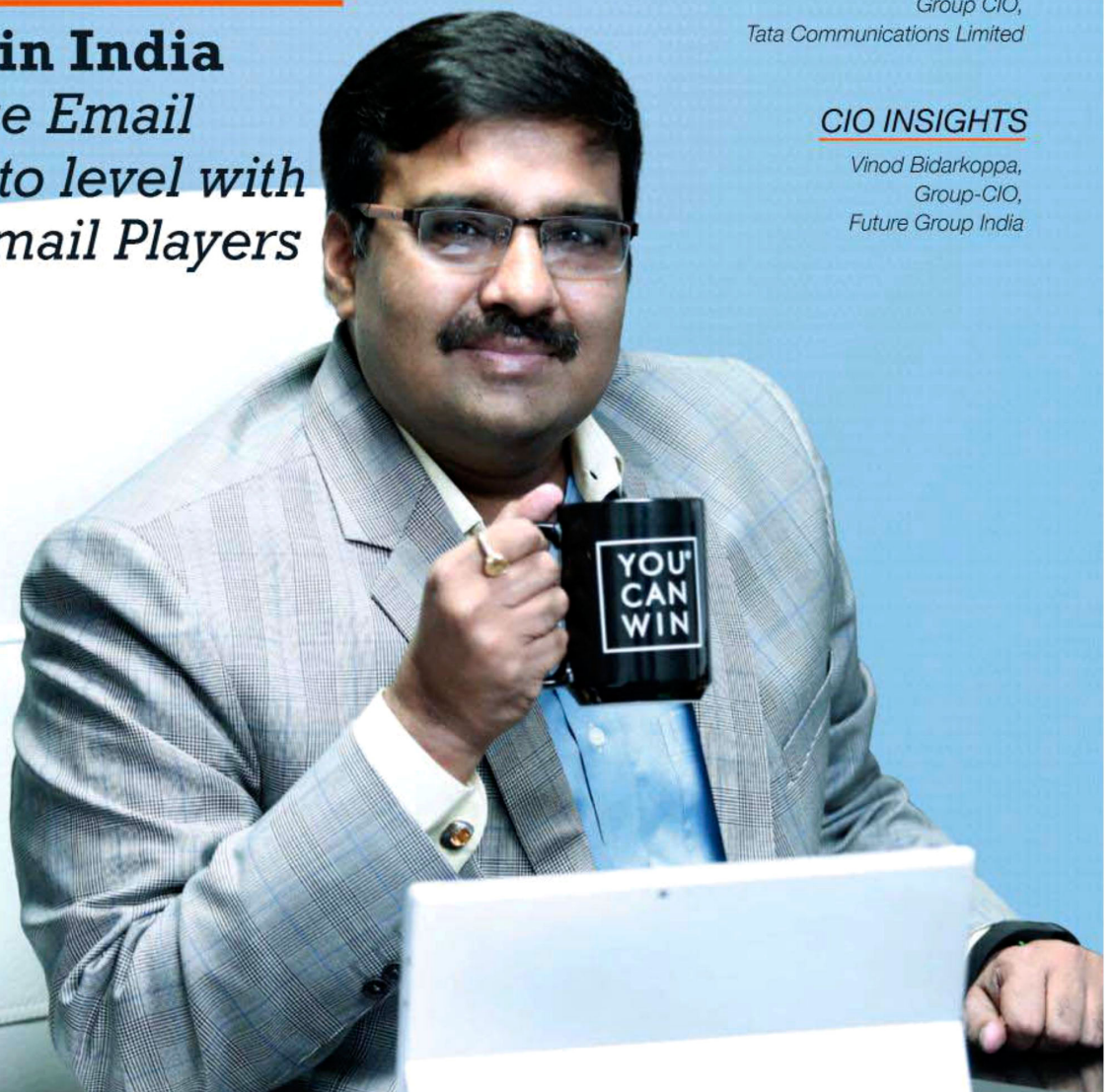
Rupinder Goel,
Group CIO,
Tata Communications Limited

CIO INSIGHTS

Vinod Bidarkoppa,
Group-CIO,
Future Group India

Dr. Ajay Data,
Founder & CEO

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COVER STORY

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XgenPlus-

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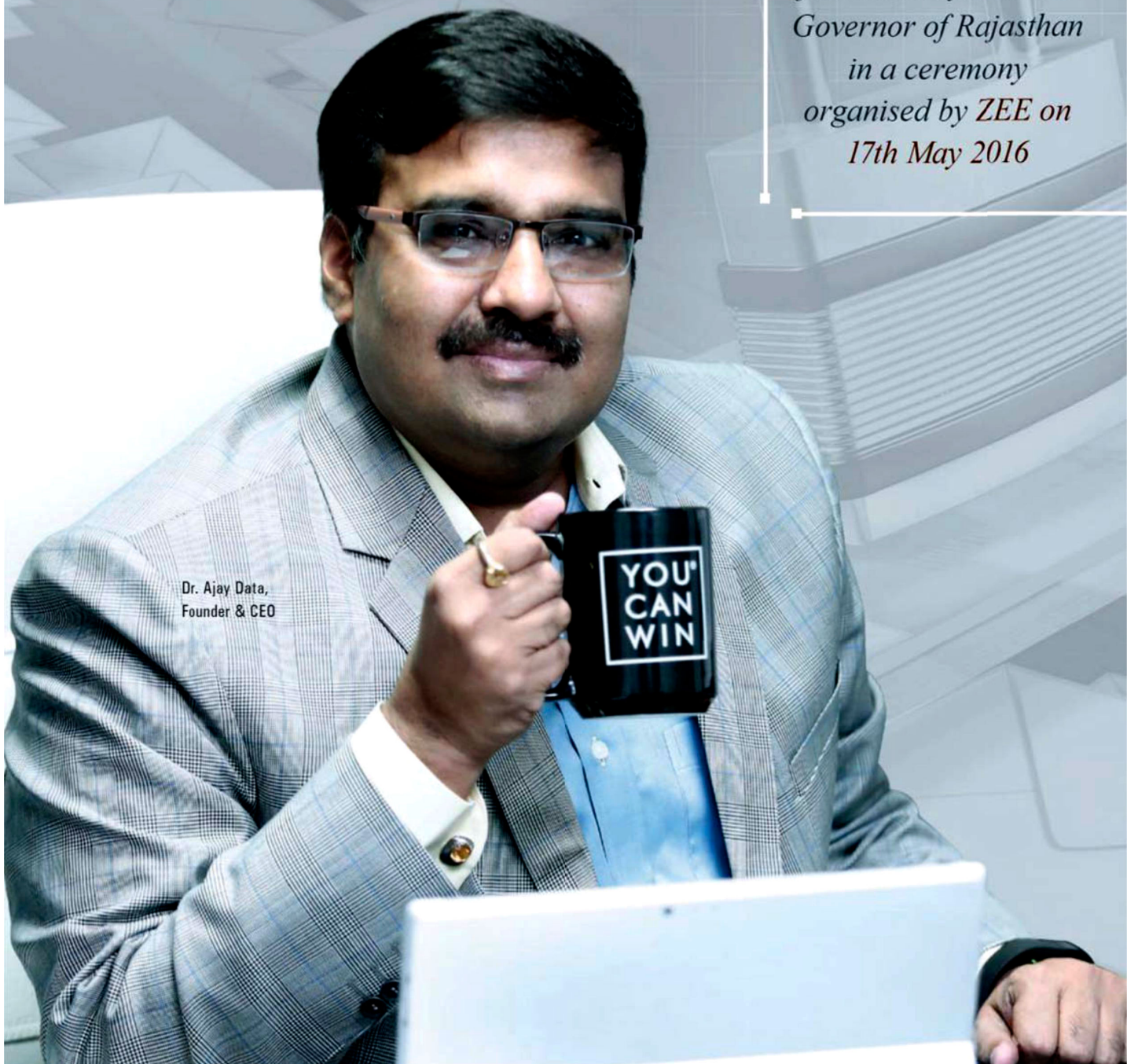
How can organizations win the battle with CX as the differentiating element?

Rupinder Goel,
Group CIO,
Tata Communications Limited

COVER STORY

*Award for contribution
in IT : Dr. Ajay Data,
who is innovator for
the product has been
felicitated by Hon'ble
Governor of Rajasthan
in a ceremony
organised by ZEE on
17th May 2016*

Dr. Ajay Data,
Founder & CEO



XgenPlus

A Make in India Enterprise Email platform to level with Global Email Players

By Gurveen Chahal

According to a report by 'The Radicati Group', a US based Technology Market Research Firm; the number of worldwide email accounts continues to grow from over 4.1 billion accounts in 2014 to an estimated 5.2 billion by the end of 2018. The report further states that the total number of worldwide email users, including both business and consumer users, is also inflating from over 2.5 billion in 2014 to approximately 2.8 billion in 2018. But

with the market undergoing continuous expansion and competition, customers are reluctant to wait for a business to revert. Also another study indicates that when customers or potential customers contact an online organization, 80 percent prefer communicating by email instead of phone and over 50 percent don't prefer conducting business with a company if an adequate response is not received within average response time, which is usually 72 hours. But while most online organizations communicate regularly with customers via email, only few are equipped to cater to a highly satisfactory email customer service to their clientele.

In order to keep pace with the growing customer requirements, the companies must possess the capacity to answer customer inquiries quickly, despite high volumes of emails; should be able to answer customer inquiries accurately with information relevant to the customer's requirements; and build and sustain lasting relationships with customers. Deploying an Email Management

Solution to cater to the entire needs of Unified Communications domain is XgenPlus, headquartered in Jaipur, Rajasthan. Extending a unique approach to manage multiple email queues, by uniquely identifying email traffic pattern; XgenPlus is an advanced Enterprise Email Server that seamlessly manages the queues for mailing lists. "Without any limitation, XgenPlus is capable of configuring and managing any number of domains, users and emails on one single server", affirms Dr. Ajay Data, Founder & CEO, XgenPlus.

The XgenPlus Advantage

A 'Made in India' software product, XgenPlus is probably the largest email software used in India, with millions of e-mails accounts being used through the software. Unlike other email platforms such as Microsoft, IBM, Zimbra or Google apps; XgenPlus can be used via any Operating System such as Windows, Mac, Linux, Android and iOS. Moreover, while most email platforms are crippled with potential security threats, XgenPlus takes full account of the possibility of malicious and fraudulent attacks by hackers, as well as the impact that viruses and denial-of-service attacks could have on systems. The software embeds PGP (Pretty Good Privacy) data encryption and decryption program to allow users to digitally sign-in their

email (see fig 2), hence eliminating the hacking possibilities and Virus attacks. Also, to reduce the response time for mails, XgenPlus allows e-mail tagging, along with option of taking comments to ensure a quick reach back to the email directly. "One of our customers, 'Rajasthan Police' uses "Email Trackable Reporting Module" that helps in tracing the time of delivery of an email and its read and replied time (see fig 1). The module thus helps in deciding the accountability and delays of emails." states Dr. Ajay. Moreover, equipped with advanced level configurations, the platform is designed to run

Client's Outlook

"The growing dependence of our organization on the email system has made necessary for us to move to a more reliable, secure and efficient email management solution. We approached XgenPlus in search of scalable email architecture for quality maintenance services. XgenPlus email service enabled us to deliver much beyond any other email solution would have allowed us to cater."

Rajeev Agarwal - Head-Corp IT, Hindustan Aeronautics Limited



24x7x365 days smoothly without the need of continuous monitoring by administrators.

Anti-spam System for Security and Encryption

Lost or stolen customer data, can result

in brand damage, competitive disadvantage, and serious fines, even lawsuits. Many privacy mandates are protecting data by placing in databases, where data accumulates and is potentially accessible to range of business systems and users. Organizations also prefer encrypting the data at the application level, the database level, or the storage level. To establish a secure exchange of emails, XgenPlus enables the encryption of emails and ensures that the sent mails are decrypted and viewed only by the authorized, concerned

Priority Normal ▼ Encryption <input type="checkbox"/> Certificate <input type="checkbox"/> Hide Attachment <input type="checkbox"/>	User Rights Restrict the following rights of the recipient(s) <input type="checkbox"/> Do not Reply <input type="checkbox"/> Do not Delete <input type="checkbox"/> Do not Print <input type="checkbox"/> Do not Forward
---	--

fig 2

Delivery Status	
Total	10
Delivered	10
Bounced	0
Undelivered	0
Skipped Status	
Excluded	0
Duplicate	0
Supressed	0
ActionStatus	
Read	0
Unsubscribed	0
Email Size	3(kb)

fig 1

person. XgenPlus further deploys an IP based Security system with features of last Login IP display, Date & Time tracker and provision to track Intruder detection. The solution also blocks SPAM and mails from undesired Domain; and facilitates the monitoring of user emails across the domain along with the feature of Powerful Anti-Virus protections. To accomplish secure communication leading to augmented productivity and data privacy in organization; XgenPlus prohibits Phishing and Virus laden messages completely, ensuring secure flow of messages. Moreover, to empower domain administrators and email users to control access from desired IP Range; XgenPlus equips users with facility to block access to multiple simultaneous logins from different IP addresses. "If an authorised person tries to login, solution automatically identifies the IP and records it to alert the user." claims Dr. Ajay.

Storage Upgrades for Uninterrupted Services

Accomplished with an auto Upgrade plan at a very nominal cost, XgenPlus uses PostgreSQL Database for storage, and comes with a flexible Storage Plan which allows the customer to specify Desired Storage Plan and automatically

modifies the current storage to match the needs of the customers. Fully versatile in nature, XgenPlus is compatible with user devices ranging from iPhone or iPad to smartphones and tablets; and empowers storing of emails on local hard disk, RAID, SAN/NAS, tape or database. Besides, for the companies with sensitive data, where security of information and designs/content are very critical issues; XgenPlus stores the entire data in an encrypted form while supporting security prepositions like SSL (Secure Sockets Layer) and TLS (Transport Layer Security). XgenPlus also takes care of increased queue size and automatically conducts cleaning process by sending proper notifications to mail sender and alerting the administer in-case the system reaches threshold limit for queue.

Comprising of unique features such as Image Compression, Multiple Email Compose, Personalized Group Mails, Scheduled Email and Secured Hidden Attachments; XgenPlus enables clients to send

Platform for All Unified Communication Needs

Allowing the ease of managing calendars, schedule meetings and book resources for a Unified Collaboration and Communication; XgenPlus allows users to Set Reminders for Schedule Tasks, Share Calendars with other users and view other user's Shared Calendars. The software further grants customers with secured in-built peer-to-peer Instant Messaging Chat option and connect with users on any social network including Google Talk & Facebook. Adding to this is the avant-garde feature list that enables getting fax via e-mail without Fax machine; message Filtering & Redirection to FAX/SMS; and ability to send SMS & Fax through Xgenplus' SMS & Fax gateways.

and receive emails up to 100 MB with facility of Instant Search, Mail Sharing and Tagging. Additionally, one of its most powerful features, Rights Management permits the sender to control actions of deleting, forwarding, replying and printing of the e-mail in

BSNL customers can now retrieve 30 year old deleted mails

BSNL said that its customers enjoy the facility to retrieve their mails deleted as long as 30 years ago by using its hosting and email services.

AIR Module for Load Distribution

With so many Customer Care agents working from the same account, it's a challenging task to accomplish equal load distribution among all agents. Responding to the requisite, XgenPlus brings to the table Automated Inward Routing (AIR), a module that outlines automated rules to grant one email id for multiple agents of the same organisation. The module also ensures automatic assigning of responsibilities to each agent. Moreover, for SMEs which are unable to afford CRM but require management of email traffic in small call centres or support teams; XgenPlus, without the need of any further investment deploys AIR module that automatically distributes the load and manages logs for accountability and performance of each person accessing the support email account.

recipient's mailbox. The virtual storage facilitates files up to your mail box size files to be attached and sent; and allows user to transmit unlimited emails a day. While the OTP (One Time Password) feature eliminates the need to remember the password every time user logs in, the Dual Authentication feature makes the service more secured for the user.


Partnership with BSNL

BSNL, India's Largest Telecom partnered with Xgen in 2014 and launched an enterprise e-mail service. Initially free for 7.5 million BSNL broadband customers across the country and paid for others, the service empowered BSNL to compete with other e-mail service providers in the country. Also, for clients looking to avail hosted email services from BSNL, the service offers advance enterprise class email account with email service space in multiple GBs. The service also accomplishes advanced communication service features like- chat, fax, SMS and conferencing; and deploys a human based 24x7 call centre facility, along with email and chat supports for attending customer queries.

XgenPlus has recently introduced a couple of significant features including email merging capabilities which possesses the potential to surpass both Gmail and Microsoft in the enterprise mailing domains. The feature targets to endow administrators to merge two email accounts or two or more folders of different email accounts, enabling uninterrupted communication flow. XgenPlus's latest feature also brings in the ability to retrieve 30 years (see fig 3) old emails even after they are deleted from trash, by keeping them on the servers, ready to be restored.

Gartner Engagement

Gartner, world's leading information technology research and advisory company which delivers the technology-related insight necessary for clients to make the right decisions every day has done engagement with XgenPlus. With this XgenPlus is already a part of the most influential voice in technology today.

 XgenPlus enables clients to send and receive emails up to 100 MB with facility of Instant Search, Mail Sharing and Tagging

Outlining the Future

XgenPlus prides being awarded with 'IT Innovator of the Year 2013' by Indo US Society and recognised as 'Most Innovative Idea of the Year 2015' by Data Security Council of India. The firm currently serves a huge clientele including big names like BSNL, MTS, MTNL, TELONE, HAL, BRBNMPL, TCS, Luxor and AU FINANCE (payment bank) and plans to add more names to the clientele in the near future. Moving further, XgenPlus plans at getting fully integrated with Instant Messaging for internal communications, enabled on Web, Desktop and Mobile simultaneously to allow users to use medium of their choice for communicating. The firm is also working on XgenPlus Audio Conferencing service that aims at allowing organisations to setup audio conferencing from their own webmail interface and record the entire conversation for future reference. Possessing a definite plan for features upgrade for the upcoming years, XgenPlus plans to continue empowering clients to save time, enhance security of the systems and enable ease of system usage while keeping the total cost of ownership very low. 