



## PRODUCT OVERVIEW

E-mail broadcasts are a special class of electronic messaging due to the fact that they have typically large address lists. Castcadia adds to the power and functionality of Notes/Domino by providing organizations with the ability to move broadcasts into a traffic stream separate from other e-mail. With this separation, broadcasts can be fully managed and controlled.

Castcadia is an intelligent e-mail router designed specifically for broadcast traffic. Rather than being automatically distributed to the specified group addresses, broadcasts are routed by Domino to the Castcadia application where they become manageable assets. Within the application database, documents are analyzed and processed according to predefined profiles. These profiles contain rules that are used to determine review requirements, delivery schedules, routing strategies, formatting adjustments, and more.

### Delivery Control

Using Castcadia, broadcasts are no longer constrained to immediate delivery. Castcadia allows for future deliveries to be scheduled according to specific dates and times, or custom defined delivery periods. Broadcasts can also be scheduled to repeat at selected intervals or according to a custom date list.

### Enhanced Group Processing

Castcadia expands and enhances Notes/Domino address group capabilities. In addition to standard static directory groups, Castcadia provides features to construct dynamic address groups from directory data. These groups are always up-to-date and require no ongoing administration effort. Groups can also be created via custom queries to the directory. These queries can be based on simple to very complex query criteria. Castcadia also allows address groups to be defined from address sources outside of the Domino Directory, such as other Notes/Domino databases, and even SQL queries to enterprise relational data stores.

### Powerful Review Mechanism

Castcadia provides a hierarchical review and escalation mechanism, with up to eight levels of reviewers. Authorized reviewers can be assigned responsibility at any level of the hierarchy, from low level responsibilities for specific individual groups, to higher levels for multiple groups. Automated review action notifications are sent to reviewers, with extensive reminder and escalation features, ensuring timely review action is taken.

### Performance Features

Castcadia has a very flexible architecture allowing for a variety of configurations to best suit an organization's e-mail environment and enhance delivery performance. Castcadia allows for single or multiple delivery points, using specially designed distribution databases. Multiple distribution databases provide for concurrent delivery processing, and can be co-located on one server, or reside on other servers for an efficient distributed delivery mechanism.

### Broadcast Profiles

Virtual 'personalities' are used to define the way a broadcast is presented to those addressed.

- Special 'aliases' can mask the original author, or allow users to represent others (such as an administrative assistant broadcasting for her supervisor), or to provide consistent sources (principal) for broadcasts.
- A selection of pre-defined rich text headers and footers provide ways to consistently present broadcast content, or can be used as a decorative 'stationery' feature.
- Exemptions from approval & size limitations provide ways to bypass the review process for selected users.
- Independent transmission schedules can be defined, allowing for broadcasts to be scheduled for a future date and time, or on specific days of the week.

### Robust Administration Features

Navigation and use of administration views and forms is simple and intuitive. Context sensitive help is available for all views, forms, and functions via links to an extensive administration help database. Additionally Castcadia provides powerful features for tracking broadcasts as they are received, processed, reviewed and delivered. A specially designed view allows administrators to monitor review assignments, escalations, and delivery progress from a single interface.



# E-Mail Broadcast Router

For Lotus Notes/Domino

## Benefits

Organizations implementing Castcadia will immediately realize numerous and substantial benefits from the added control, security, and extensive feature set.

### Abuse Prevention

- **Mail Group Abuse** – Castcadia prevents the unauthorized use of group lists.
- **Inappropriate subject matter** – Prevents distribution of broadcast material without review.
- **Mail document size** – Allows limits to be defined on the size of broadcast documents.
- **Reply to all 'floods'** – Broadcasts are sent to users individually addressed, and contain no usable group return addresses, so users cannot reply to the entire group.
- **Improper scheduling** – Castcadia allows broadcasts to be scheduled for delivery at times appropriate for the content.

### Productivity Enhancement

Castcadia prevents internal or 'corporate' broadcast spamming, resulting in a significant reduction in the volume of unnecessary, trivial, or non-business related messages being transmitted to mail users. Since Castcadia becomes a trusted source, mail users can be assured that broadcasts they receive have been reviewed and approved for content appropriateness, value, and target audience. This makes it easier to differentiate important messages that may require attention or action, from the remaining 'junk' variety broadcasts.

### Policy Enforcement

Organizations can easily enforce e-mail policies by ensuring that broadcasts meet standards for content, quality, subject appropriateness, formatting, document size, delivery times, destinations, and business value.

### Corporate Information Asset Management

As companies are increasingly being held legally responsible for internal e-mail communications as corporate assets, proper and diligent management of these assets is essential. Castcadia allows companies to take full control of e-mail broadcasts, implement a consistent way to manage them, know what is being sent and when, and integrate the information into the corporate information store.

### IT Resource Utilization

Castcadia can help IT organizations by reducing bandwidth and storage requirements, easing network congestion, and providing more efficient methods for distribution of large scale messages than standard e-mail routing provides.

### Co-existence With Other Tools

Castcadia can add to the value of e-mail content filtering and management tools by providing approved content, from a single trusted source. Broadcasts can be consistently formatted, including standardized subject line prefixes and/or content headers and footers for easy recognition by other content processing applications.

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