

1 Email2DB Introduction

Email2DB is a message parser and message automation solution. Use it to parse and extract data from email and other messages to integrate with your business data and send auto-responses. If you receive ecommerce orders, support enquiries, web response & feedback forms, or any sort of form based messages - Email2DB will save you time and money.

Email2DB can read and process messages from POP3, IMAP and Exchange Servers - plus directly from Microsoft Outlook 2003/2007 folders. You can also use Email2DB as a mail server and send emails directly to it for processing. The Enterprise Edition can also read messages from HTTP & RSS sources and from external databases.

Plus.. Email2DB will do just more than update your databases. You can print custom reports, update Outlook contacts, save attachments to specific folders, send multiple outgoing emails, send SMS text messages, send faxes, control Windows processes, backup emails to your favourite database, run scripts & macros - all from received emails.

- **Email To Database:** Use Email2DB to automatically parse messages and convert to database records. Supports Access, SQL Server, MySQL, and many other database types. Also update CSV files and Outlook Contacts.
- **Send Automated Responses:** Use Email2DB to send multiple customized email messages. You can also forward the original email on to multiple recipients. You can control who you send new emails to, based on the content of the incoming email. You can even send automatic follow up emails at scheduled dates in the future!
- **Email To SMS, Email To Fax:** Use Email2DB to send multiple custom SMS text messages and faxes in response to incoming emails.
- **Run Reports, Process Attachments, Run Scripts, Backup Email:** Run custom reports and export reports to PDF files. Save attachments to specific folders and create advanced business processes using the built-in Visual Basic compatible scripting language.
- **Save Time & Money By Automating Email Processing:** Use Email2DB to parse data from any form based emails, such as web site feedback forms, ecommerce providers, eBay orders, Google Checkout, Paypal, Amazon Marketplace confirmations etc... Use the data to update your database, print a report then send a customised email confirmation!

The Email2DB server runs as a system service and does not interfere with the normal e-mail flow.

2 Email2DB Editions

Feature	Std	Pro	Ent
Read messages from multiple POP3 servers	✓	✓	✓
Read messages from multiple IMAP servers	✓	✓	✓
Read messages from Outlook 2003/2007 folders	✓	✓	✓
Read messages from external databases (database pull)			✓
Read messages from web pages (HTTP pull)			✓
Read messages from RSS feeds (RSS pull)			✓
Can process an unlimited number of messages per Trigger	✓	✓	✓
Email2DB server runs as a background system service	✓	✓	✓
Extract multiple fields from subject, body, headers	✓	✓	✓
Extract fields from attached text & XML files	✓	✓	✓
Powerful regular expression pattern matching	✓	✓	✓
Powerful script language for advanced field extraction		✓	✓
Add/Update records in multiple database types	✓	✓	✓
Execute custom SQL or stored procedures against any data source	✓	✓	✓
Update Outlook Contacts	✓	✓	✓
Update CSV files	✓	✓	✓
Store processed messages in Email2DB's own message store	✓	✓	✓
Additional Actions:			
Send multiple customisable email auto responses	✓	✓	✓
Automatically print fields extracted and/or original email	✓	✓	✓
Show a popup message	✓	✓	✓
Send multiple custom SMS text messages *	✓	✓	✓
Send multiple custom outgoing faxes		✓	✓
Conditional sending of outgoing emails		✓	✓
Send scheduled email follow up messages on future dates		✓	✓
Create custom reports with the built-in report designer		✓	✓
Export reports to PDF, HTML, RTF, TIFF & Excel formats		✓	✓

Email2DB Information Sheet

Attach exported reports to outgoing auto response emails		✓	✓
Save and rename attachments to specific folders on your PC		✓	✓
Post data to web pages		✓	✓
Run a system process (and set Environment variables)		✓	✓
Control any system service		✓	✓
Shut down or restart the PC		✓	✓
Execute Visual Basic compatible scripts		✓	✓
Monitor the Email2DB Server remotely via a web interface	✓	✓	✓
Remote Administration			✓
Built-in fully featured mail server for fast processing			✓
IMAP or POP3 access to the processed message store			✓

3 Email2DB Features

3.1 All Editions

- Read and process messages from POP3, IMAP & Microsoft Exchange Servers
- Read and process messages directly from your Microsoft Outlook 2003/2007 Client folders.
- Supports SSL POP3 and IMAP connections.
- Create Triggers based on from address, subject & message content and headers.
- Easy extraction of any number of fields from the subject, message & headers.
- Update any data source including, Access, SQL Server, Oracle, MySQL, Access, ODBC.
- Insert new records and Update existing records using Key Fields.
- Update Outlook 2003/2007 Contacts.
- Update CSV files.

3.2 All Editions Actions

- Send multiple follow-up email auto responses to any addresses parsed from the original.
- Forward original email to another addresses.
- Delete original email from mail server.
- Print a report of trigger results and fields extracted to a printer of your choice.
- Play a sound file.

- Display a popup message.

3.3 Professional Edition Actions

- Create custom reports that can include extracted data and external data sources.
- Send multiple custom SMS text messages.
- Send multiple custom faxes.
- Save reports as PDF, HTML, TIF, RTF, TXT and Excel files that can be attached to outgoing emails.
- Send scheduled follow up auto-responses on pre-defined dates in the future.
- Attach conditions to outgoing emails.
- Save attachments to specific folders.
- Rename the attachments based on field data.
- Post data to a web page via HTTP.
- Run any Windows EXE and set parameters or environment variables to extracted field values.
- Run an Email2DB basic script to perform custom processes.
- Complete Basic scripting language for manual field extraction.
- Control any Windows Service.

3.4 Enterprise Edition Additional Features

- Built-in mail server allowing emails to be sent directly to the Email2DB server from any email client.
- Read and process messages from web pages, RSS feeds and database records.
- Instant processing of direct send emails for highest performance.
- Access processed messages from any POP3/IMAP email client.
- Remote Administration - administrator Email2DB servers from any PC on your network or over the Internet.

4 Email2DB Benefits

4.1 Save Time

Email2DB will save hours of re-keying time.. extracting field data from emails and saving them direct to your database. Email2DB can process emails of any age. So if you have thousands of form-based emails sitting in a folder, Email2DB can create a useful database from them in minutes.

4.2 Improve Business Processes

Email2DB can take several actions when an email is received. For instance, when an order comes in you can not only update your accounting system, you can also print a packing slip, send an email to the order processing department and a confirmation to the customer.

4.3 Improve Customer Relations

Email2DB can send custom follow up emails or SMS text messages at preset dates in the future. For example, a customer fills in your web site information request form.. Email2DB reads the email and adds the customer record to your database. Then after 1 week it sends a follow-up email to to the customer asking if the information was received. After one month it sends another email asking the customer if they want to order! All fully automatically.

4.4 Improve Security

Most web forms use ASP, PHP or CGI to update the database or perform some other action. This is inherently insecure because the database needs to be accessible from the web server. Using Email via Email2DB has a number of advantages:

- The email can be sent to a completely separate and secure PC.
- Email2DB can process the email without ever needing access to the web server or be accessible from the Internet.
- If a PC or network connection is down the emails will sit waiting. Email2DB will 'catch up' when the PC or network is back up.

4.5 More Redundancy

When using web forms to update back-end databases, the problem always arises about what to do if the database is down. Using Email2DB resolves this problem, because the email will always get sent.. and if the database cannot be updated Email2DB will wait and process the email later.

4.6 Application Linking

Simple And Efficient Way Of Linking Separate Applications Or Separate Sites Email2DB can be used as a simple but effective way to link separate applications. Instead of setting up complex VPN links between business sites to exchange data - use email! Remote sites will almost always have facilities already in place to send and receive email. Click here for an example.

5 Email2DB Sample Uses

5.1 Processing E-Commerce Orders

When you sell on-line, most payment gateways will send you payment notifications via email. Email2DB can take these emails, extract your customer and order information, update your back-end systems and send a confirmation email or PDF receipt to the customer.

5.2 Website Forms

Most websites have forms that visitors can complete, such as, Information Request forms, subscription opt-in forms (and opt out), feedback forms, call back request forms etc. These forms can send an email to Email2DB for processing. The advantage of this is that your back-end databases can be on completely separate network/server than your actual website and email provides an inherent fail-over mechanism.

5.3 Updating Databases Via Email

Email2DB can update any sort of database using fields parsed from the incoming email.

5.4 Sending Auto Responses

Email2DB is a very efficient 'auto responder'. It can take an incoming email and automatically respond to it, using rules that you create. Multiple, custom auto-responses can be sent, and you can create conditions on each auto-response (eg, If customer is from USA send email 1, else send email 2). Email2DB can also schedule auto-responses for future dates, allowing you to automatically send follow-up emails.

5.5 Linking Separate Systems

Email2DB can be used as a simple and efficient way of linking separate systems.

5.6 Sending SMS Messages Via Email

Email2DB can be used to send SMS messages in response to incoming emails. For example, you could have an out-of-hours response form on your website. Email2DB could take the email from this form and send an SMS text message during certain hours.

5.7 Monitoring Web Pages For Changes

Email2DB can monitor any web page and execute Triggers when the content of the page changes or if the site is down. You could have Email2DB send you an email or SMS text message whenever a specific web site changes its content. You could also get Email2DB to email or text you if your own web site is down.

5.8 Monitoring Databases For Changes

You can use Email2DB to monitor your customer database. Whenever a new customer record is added, Email2DB could read the new record, extract the customers email address and send the customer a welcome email.

5.9 Backing Up Emails

Email2DB can be used to backup incoming emails. You can save a full copy of each email into any sort of database.

5.10 Acting As A Mail Server Itself

The Enterprise Edition of Email2DB can act as a mail server in its own right.

5.11 Email2DB: Email Server With Advanced Automation

Email2DB Enterprise Edition includes a powerful fully featured database enabled mail server. This enables emails to be sent directly to the Email2DB Server from any email client.

Emails sent to Email2DB via its mail server are processed immediately, giving the best possible performance. Public folders can also be created and assigned multiple email addresses. Email received for mail-enabled public folders are stored in the Email2DB Message Store automatically.

The Email2DB mail server can process emails for multiple domains and multiple aliases within each domain. It can also relay outgoing emails allowing you to use the mail server for both incoming and outgoing emails. The mail server allows you to specify which IP addresses are allowed to relay. Users can access emails via POP3 and IMAP clients.

Email2DB Information Sheet

The screenshot shows the 'Email2DB Mail Server Configuration' dialog box with the 'General' tab selected. The 'Enable The Email2DB Built-In Mail Server' checkbox is checked. The 'Bind To IP Address' dropdown is set to 'All'. The 'Listen On Ports' section includes input fields for SMTP (25), POP3 (110), and IMAP (143). The 'Mail Server Host Name' is 'parkersoft.co.uk' and the 'DNS Server' is '87.194.0.51'. Buttons for 'OK', 'Cancel', and 'Help' are at the bottom.

Field	Value
Enable The Email2DB Built-In Mail Server	<input checked="" type="checkbox"/>
Bind To IP Address	All
Listen On Ports: SMTP	25
Listen On Ports: POP3	110
Listen On Ports: IMAP	143
Mail Server Host Name	parkersoft.co.uk
DNS Server	87.194.0.51

The screenshot shows the 'Email2DB Mail Server Configuration' dialog box with the 'Security' tab selected. It features icons for 'Trusted Hosts', 'Whitelists', and 'Blacklists', along with 'Add', 'Edit', and 'Delete' buttons. A table lists IP addresses, with the first row selected. A 'Trusted Hosts' icon is visible on the right side of the table. Buttons for 'OK', 'Cancel', and 'Help' are at the bottom.

No	IP Addresses
1	10.*
2	127.0.0.1
3	172.16.*
4	192.168.*

Using the Direct Send mail server provides a simple and high performance way of processing emails. You can either forward emails from your existing mail server direct to Email2DB or create a domain specifically for Email2DB targeted emails.