

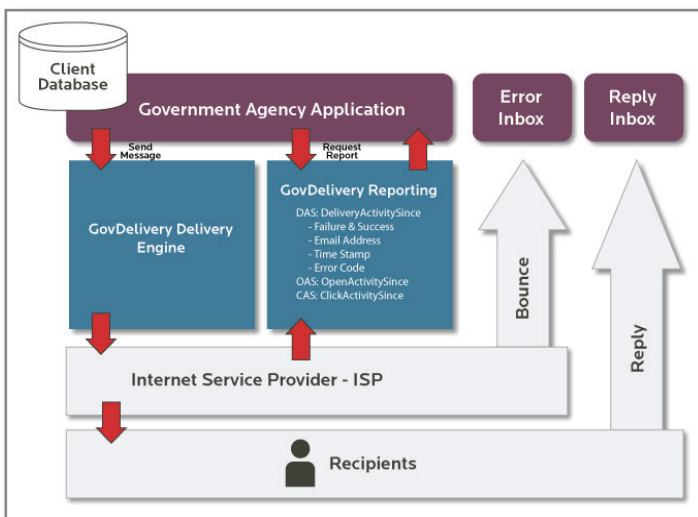
## Transactional Messaging Service (TMS)

GovDelivery's Transactional Messaging Service (TMS) makes critical, large scale email communication between government agencies and the public more effective and reliable. Using TMS turns email sending into an electronic 'express mail package' with superior delivery, reliability, and tracking. Agencies can use GovDelivery to email online transaction confirmations, statements, rulings, and other critical information.

GovDelivery TMS gives government agencies integrated access to the world's premier government-to-citizen emailing infrastructure for all email sending. Organizations can send any type of email with confidence from any individual, application, or system.

### BY LEVERAGING TMS, ORGANIZATIONS WILL:

- Reduce overhead by eliminating postage and material costs
- Improve communication with constituents by sending timely, personalized correspondence
- Integrate email sending with existing systems and processes through Web Services
- Analyze the effectiveness of communications through detailed reporting.



### EMAIL AS RELIABLE AS AN 'EXPRESS PACKAGE'

GovDelivery's proven deliverability and automation work in conjunction with powerful integration capabilities to offer personalized communications with confirmed delivery, reporting, and tracking.

An organization can use TMS to ensure its message is delivered the first time, directly to the inbox. As an industry leader, our relationships with major internet service providers (ISPs) ensure that emails get to recipient inboxes.

Inboxes inundated with SPAM, inadequate mail servers, and the increase in malicious email make mail sending complex.

GovDelivery TMS provides government agencies with the technology and experience to send emails to recipients with world-class deliverability.

### PERSONALIZED COMMUNICATION

Sending emails through GovDelivery TMS allows organizations to send messages in targeted and personalized manner. Messages can be personalized for each and every recipient regardless of whether it is being sent to one address or thousands.

### SCALABLE WEB SERVICE INTEGRATION

Through GovDelivery's Web Services API, TMS securely integrates with an organization's existing applications and information databases to send targeted, personalized email messages to thousands of recipients at a time. Reach the scalability you organization requires without typical software and infrastructure requirements.

### DELIVERY ANALYTICS

Real-time reporting and tracking provides visibility into performance and delivery of one-to-one emails. Detailed data on open, click, and bounce rates is essential to properly managing the service and communication practices for best results.

