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GovDelivery sends out 120m e-mails

By Rutrell Yasin

GovDelivery, a provider of e-mail and digital-subscription services for the public sector, today reported that government organizations sent 120 million e-mails using the GovDelivery platform in the first quarter of 2008.

Millions of Americans have now signed up to receive personalized information via e-mail, text message or Really Simple Syndication feed on topics ranging from local emergencies and community events to national health alerts and critical financial data, company officials said.

The Justice Department, Drug Enforcement Administration and U.S. Marshals Service have contracts with GovDelivery, according to the company. GovDelivery will provide outsourced e-mail and digital-subscription services for these agencies with subscriber updates and information on topics relating to federal law enforcement.

Users of the GovDelivery platform include the Centers for Disease Control and Prevention; Environmental Protection Agency; Federal Emergency Management Agency; Internal Revenue Service; and the Defense, Health and Human Services, Homeland Security and Treasury departments.

“It is increasingly more important for government organizations to get new information out across the crowded Internet,” said Ron Oberbillig, chief operating officer of the Federal Consulting Group at Treasury. “As the Number One use of the Internet, e-mail is a critical channel that government agencies are able to use far more effectively after deploying GovDelivery.”

Government agencies’ use of the GovDelivery platform grew 600 percent from 2005 through 2007 for several reasons, company officials said. The continued dominance of e-mail as an electronic communication medium and the overall increase in government Web site use played major roles.