**Tip: for each of the purchasing links below, substitute your referral link from the site to get referral credit when your customer purchases online.**

Dear <First>

Is your business relying more on Smartphones and tablets and want to share the information you make on the devices or automatically fill the devices with your Global Address list or public folders?

Your company may be interested in utilizing some “information mining tools” such as Add2Exchange Synchronization software. I would be happy to have a conversation with you about this in the coming days to see if this is a fit for your organization.

**Overview**

Add2Exchange server-side solution is versatile – you can set it up to sync new items created in a public folder to a user’s mailbox folder or to another public folder. You can also set it up to sync new items made in a user’s mailbox, smartphone or tablet to a public folder (for a centralized Company contacts list or group calendar) or even to someone else’s private folder.  For more information please reference [‘Sync Models & Concepts’](http://guides.diditbetter.com/a2e-guide/relationship_fundamentals.htm) in the guide.

For mobile device users who want to view a public folder Calendar for example, you would create a public to private relationship for each user from the Exchange public folder Calendar to the user’s mailbox folder. Once Add2Exchange gets the information into the personal folder, the device’s sync software takes over from there so make sure your device’s sync software supports synchronization of multiple folders or sub-folders if you plan to use a different personal folder to sync to other than the default Outlook folder.   If a user will be creating a new item on the device, or in the personal mailbox and you want the item to sync to the public folder and to the other users, you would create a private to public folder relationship and also a private to private relationship for each user.

A “Full Mesh Sync” Relationship can be created where an item created anywhere would be copied to all other users and perhaps even to a public folder. These are some other options: [Learn more about Sync](http://www.diditbetter.com/sync.aspx)

Each relationship has its own sync rules so the data can be for information purposes only or users can edit from the mobile device and it be synced back to others.  The same with deleting; it can be recopied if deleted or actually delete them all.  You can even exclude items marked ‘private’ for all folder types supporting it.   In Calendar relationships you can still block out time and replicate only a portion of the item’s details.  To help identify where the copied item came from, it is also helpful to use the automatic placement of initials in the subject of the item.

         You can use the autopop text feature when creating each relationship to help users identify the folder the item was created in; for example, a user’s initials, PUB or PF for public folder.

         You can use the [Do Not Copy Private Items feature](http://guides.diditbetter.com/a2e-guide/do_not_copy_private_items.htm).  Users have a private contact *(family, friends, doctors)* or appointment *(such as a doctor’s appt or lunch with a friend)* which they don’t want synchronized to the public or each the other users.  When the user creates the contact in his personal contacts folder or appointment in his personal calendar, the user will mark the contact or appointment item ‘Private’ and it won’t sync to the public or to each of the other users.

         ENTERPRISE EDITION FEATURE: One of the more popular features of Add2Exchange Enterprise is the ability to setup Active Directory Distribution Groups and create relationship templates to the Active Directory group. Adding new relationships is done by adding users to the distribution group. The next time Add2Exchange Enterprise syncs, it creates each relationship and can even create new folders for you, if necessary. You can find additional information regarding this in the Add2Exchange Enterprise Edition Install & User Guide under [Relationship Group Manage](http://guides.diditbetter.com/a2e-enterprise/index.html?relationship_group_manager.htm)r.  Group relationships allow you to manage large number of relationships on an on-going basis through relationship templates and distribution lists.

* ENTERPRISE CONTACTS EDITION FEATURE: Unidirectional [GAL Sync](http://www.diditbetter.com/gal-sync-for-contacts-edition.aspx). Another benefit of the Add2Exchange Enterprise Contacts Edition is the automatic replication of the Global Address List. There is no need to export and import the Active Directory list anymore as is necessary in the Add2Exchange Standard Edition. Add2Exchange Enterprise Edition does it for you automatically. Global Address List synchronization allows you to treat Outlook’s Global Address List as the source of a relationship, to be synchronized with one or more destinations. [GAL Sync Relationships](http://guides.diditbetter.com/a2e-guide/gal_synchronization_relationsh.htm) & [Initializing GAL Sync](http://guides.diditbetter.com/a2e-guide/initializing_gal_synchronizati.htm?zoom_highlightsub=gal)

Once installed and set up, the solution works automatically in the background based on the settings and process intervals you selected during the installation.

**Try Before You Buy**We have a 21-day fully functional trial version available for [download](http://support.diditbetter.com/downloads.aspx) from our website so you can give the solution a try and see it in action in your own environment.  You can install Add2Exchange on a virtual machine or another server for testing purposes, however it needs to be in the same domain.  Please refer to the [Add2Exchange Guide](http://guides.diditbetter.com/a2e-guide/index.html) – user, administration and installation guides and [System Requirements](http://guides.diditbetter.com/a2e-enterprise/index.html?system_requirements.htm).  The trial countdown begins when you create the first relationship.  When you’re ready to move forward with the license purchase, once purchased, you would submit a registration request from the Add2Exchange console and Licensing would email you a license key which would activate it from trial mode.  *To save time, if you would like one of our techs to remote in to install and review key relationship settings and train you on how to set up the relationships for the sync you need we offer a remote installation session for $149 –* [*buy online*](http://store.diditbetter.com/products/remote-session?dibs_referral=tina%40diditbetter.com)*. Our techs average a half hour to an hour for a new install.*  If you prefer to install it on your own, please read through the product documentation (install, admin, and user guides); if during the install you happen to have any installation questions, you may initiate live chat from our support site if a support attendant is available or you may also [open a ticket](http://support.diditbetter.com/support-request.aspx) for email support.

**Helpful Links**

         [Install Guides & Product Documentation](http://support.diditbetter.com/guides.aspx) – available in PDF and also in HTML format for searching on topics; includes a User Guide, Administration Guide and Installation Guide.

         [Preinstaller Guide](http://guides.diditbetter.com/a2e-guide/automated_exchange_2007_and_20.htm) only for Exchange 2007 and 2010 users  / [View tutorial](http://support.diditbetter.com/tutorials.aspx)

         [System Requirements](http://guides.diditbetter.com/a2e-enterprise/index.html?system_requirements.htm)

         [Add2Exchange FAQs](http://support.diditbetter.com/faq.aspx)

         [Top 10 Do’s and Don’ts](http://guides.diditbetter.com/a2e-guide/index.html)

         [Best Practices](http://guides.diditbetter.com/a2e-guide/best_practices.htm)

         [Planning Calendar Relationships](http://guides.diditbetter.com/a2e-guide/planning_calendar_relationships.htm)

         [Planning Contact Relationships](http://guides.diditbetter.com/a2e-guide/planning_contact_relationships.htm)

         [Triggers and Responses](http://guides.diditbetter.com/a2e-guide/triggers_and_responses.htm) – how you want edits and deletes treated for each relationship

         [Recommended Settings for Relationships](http://guides.diditbetter.com/a2e-guide/recommended_settings.htm) & [Relationship Fundamentals](http://guides.diditbetter.com/a2e-guide/relationship_fundamentals.htm)

         [Relationship Group Manager](http://guides.diditbetter.com/a2e-guide/relationship_group_manager.htm) – Add2Exchange Enterprise Edition feature only

         [Folder Grouping/Full Mesh](http://guides.diditbetter.com/a2e-guide/folder_grouping.htm)

         [Do Not Copy Private Items feature](http://guides.diditbetter.com/a2e-guide/do_not_copy_private_items.htm)

         [Confidentiality Module for Calendars](http://guides.diditbetter.com/a2e-guide/confidentiality_module.htm?zoom_highlightsub=confidentiality%2Bmodule)

         [Avoiding Duplication](http://guides.diditbetter.com/a2e-guide/avoiding_duplication.htm)

         [Processing Interval](http://guides.diditbetter.com/a2e-guide/processing_interval.htm) for specifying how often Add2Exchange syncs relationships & common values

         [Open a ticket](http://support.diditbetter.com/support-request.aspx) for email support.

         [Free Self Help Support Resources](http://support.diditbetter.com/): search the knowledgebase, FAQs, guides, forums, technical bulletins, upgrade instructions, release notes etc.

         [Downloads](http://support.diditbetter.com/downloads.aspx) area

**Licensing Options**

Licensing is flexible. You can license a single folder type (calendars or contacts or tasks or posts or notes) or the sync suite.  All of our licenses include at least one year of software assurance which covers free updates and free upgrades on the licensed edition available for download from the web as well as email support on the licensed solution for the duration of the software assurance period; licenses are also available with 2 or 3 years software assurance.  For smaller installations, you can license the solution based on the number of folder relationships you need (2, 10, 20) and for larger installs, we offer the Add2Exchange Enterprise unlimited relationship license so you don’t have to worry about ‘counting’ relationships as you add more users or as you need to create more folder relationships.

Please contact me with any additional questions, for a licensing recommendation, or to move forward with the order.

We look forward to working with you.

Kindest Regards,

Your signature here.