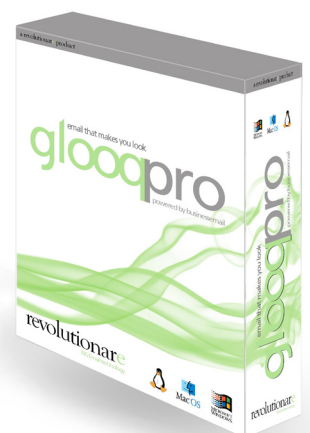




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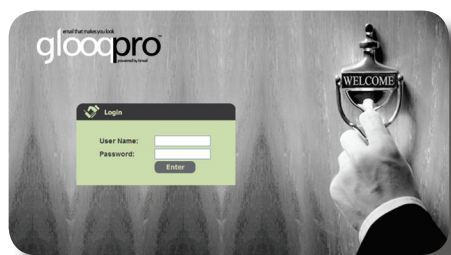


# technical info

## gloogPro™ is Unique!

gloogPro is an exciting, unique, robust and flexible system that turns simple internal or external email delivery into a targeted marketing campaign. Simply build a new campaign using gloogPro friendly web tools and add your image or textual banners.

The gloogPro innovative engine will make sure that any email sent inside or outside your organization and matches your criteria, will contain your selected banner.



## Innovative Components & Services

### 1. Web Site

The gloogPro Web Site is a portal which enables authorized users to log on to the system and manage all operations such as launching, editing and deleting campaigns, add publications and monitor the statistics.

### 2. IMDB (In Memory Database)

The IMDB service contains most of the system business logic. This service holds all the information required to execute your campaigns. The IMDB holds the data (campaigns, filters and configuration) in memory to allow efficient and fast response times. The data is periodically committed to an XML file that can be backed up easily. If the IMDB service is down, the emails will continue to flow without banners.

### 3. SMTP Connector

This component acts as a "listener" that monitors all mail events and uses the IMDB to determine if they are part of an open campaign and if so – modifies them to include the campaign publication.

### 4. Logs

All operations in all gloogPro components are logged and monitored. Most of the components write to their own log files (except for the SMTP connector which writes logs to the windows event log).

### 5. Statistics

gloogPro provides detailed statistical information for its users. Most of the statistics information is built from internal data such as the number of sent mails, status of the campaigns and more.

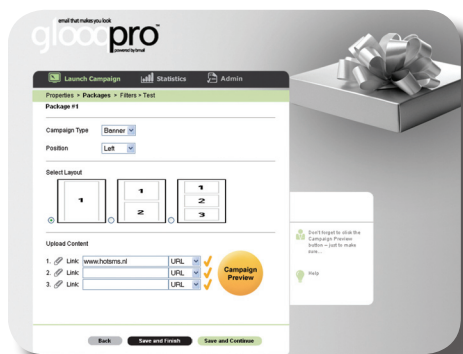
### 6. Filters

The filter option allows including or excluding specific senders or recipients, (users / groups / domains).

Whether you use Active Directory or import your contacts from a CSV file, you can easily segment your campaign.

## Installing gloogPro is easy

The gloogPro software is quickly installed and configured. Simply follow the instruction guide on the CD.



## No Maintenance Required

Unlike other software that uses complex database servers, gloogPro stores its data in a single XML file which can be easily backed up and restored. All the published content such as banners and textual ads are stored in designated folder which can be backed up as well.

## Simple Updates/Upgrades

The unique gloogPro system was designed to allow any updates to be implemented immediately with no downtime for the server it's installed on.

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# 5 advantages

## 1 Every Server and Network Compatible

From MS exchange and Lotus notes to Linux Send-Mail, the glooqPro platform integrates easily and smoothly with every email server through our unique deployment scenarios. The glooqPro platform can be either installed on MS Exchange server, or as a stand alone server without any need to install on an existing email server or complex IT integration.

## 2 Fully Secure

Unique measures are employed to make sure no server data is lost and only authorized users can login to the system for operations.

## 3 Simple Installation

Install the system yourself in minutes without the need to implement lengthy scenarios and complex protocols.

## 4 Minimal Overhead on e-mail Server

The glooq software is only 50MB and requires only .NET V2.0 to be installed on the designated server. Banner weight is between 20k-30k, resulting in no overhead to server and email traffic. The glooqPro service is built in such a way as to minimize memory and CPU usage, making it a reliable and light software to use.

## 5 Approved and used by hundreds of leading organizations worldwide

From TBWA and Konica Minolta to Motorola and Nissan, the glooqPro technical engine has gained full accreditation by leading companies making it not only a reliable software but as well tested and used one.



## the glooq commitment

The glooq technical division guarantees providing quality support and service to all its clients worldwide. Our aim is to provide personal attention to each one of our clients in the effort to promote the facilitation of the glooq platform.



**Pavel Marianovsky**  
Head - glooq Technical Division  
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# scenario 1



**Microsoft®**

## MS Exchange 2003/2007

In this scenario, the glooqPro application is installed on the Microsoft Exchange Server.

### Required Hardware

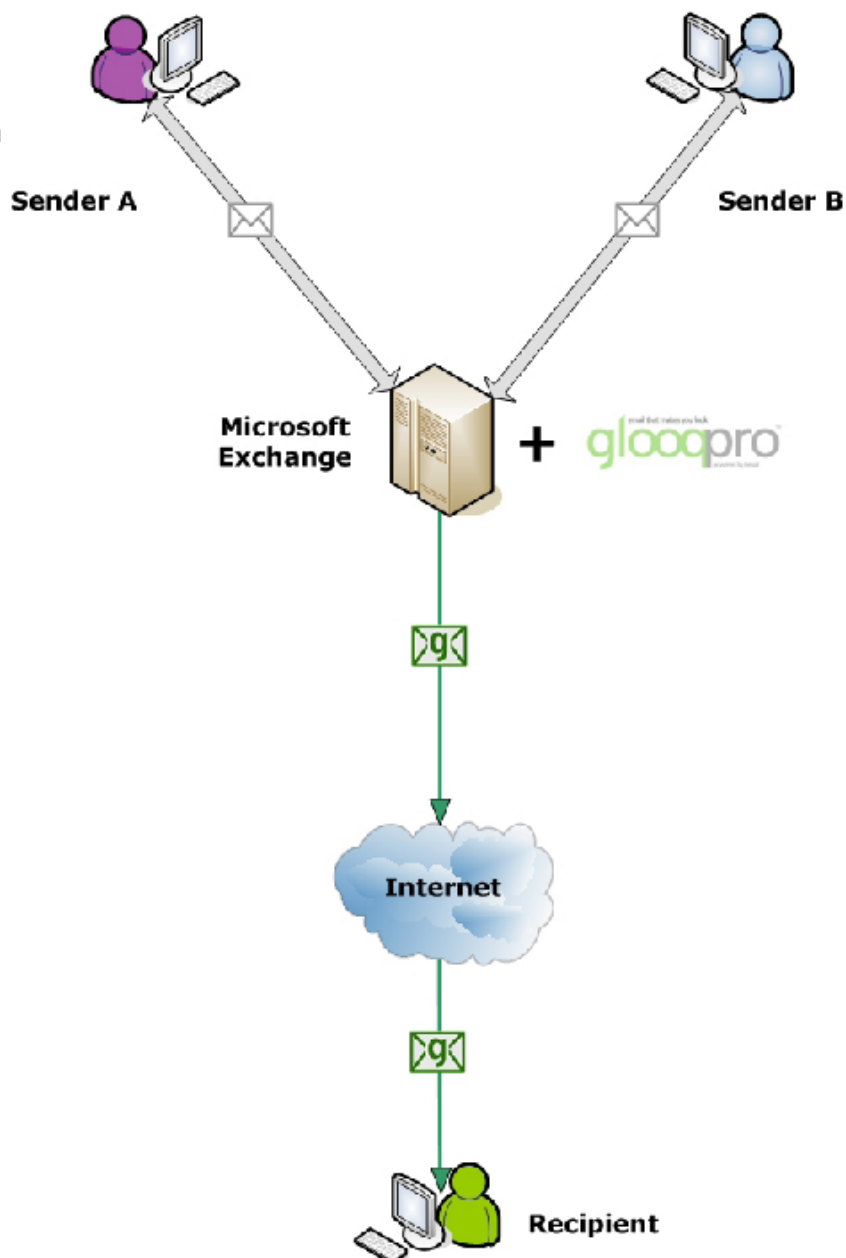
A computer with at least the minimum configuration:

- 1.8 GHz processor
- 1 GB of RAM
- 100 MB of available disk space
- Network Card

### Required Software

Operating system. Any of the following:

- Windows 2003 / R2 Server (SP1 or above)
- SBS 2003 / R2 Server (SP1 or above)
  
- Microsoft Exchange 2003 / 2007
- Microsoft .NET Framework Version 2.0



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# scenario 2

## Stand Alone

In this scenario, the glooqPro application is installed on a stand alone server. The email traffic is diverted from the corporate email server to the glooqPro server.

### Required Hardware

A computer with at least the minimum configuration:

- 1.6 GHz processor
- 512 MB of RAM
- 100 MB of available disk space
- Network Card

### Required Software

Operating system. Any of the following:

- Windows 2003 / R2 Server (SP1 or above)
- SBS 2003 / R2 Server (SP1 or above)

- Microsoft .NET Framework Version 2.0
- IIS with SMTP & WWW Service

### Optional

- Secondary SMTP Connector with higher priority to the glooqPro Server

