

A Living Archive: MailTank to the rescue

Los Angeles, CA (PRWeb) March 6, 2007 – <http://www.mailtank.com> [MailTank], the nation's leader in providing email customer service solutions for small business, creates a living archive of all of a business's email conversations and correspondence. Managing email messages can be a major challenge for a small business. Finding a way to make it less time-consuming and more flexible can quickly make a difference in productivity.

MailTank users have long been familiar with its other outstanding features such as customizing replies, response templates, and Apple-friendly approach. But the system's capability of functioning as a living archive of a company's email may be its most important feature – especially under new regulations that require businesses to keep careful records of all exchanges that may one day part of a legal proceeding.

"The inbox and outbox are huge files," said Christian Winter, the CEO of <http://www.mactank.com> [MacTank], the creator of <http://www.mailtank.com>. [MailTank] By default, this cuts every email conversation a business has with customers in half. The MailTank archive creates a truly living conversation."

The MailTank also allows teams of users to have access to archived conversations – anytime and anywhere – even when working at remote locations. It also makes it easy to find older exchanges with customers, vendors, and others. It's uncomplicated to find everything you need when you're looking for a specific conversation.

"Business isn't always neat, easy, on schedule or even reliable when it comes to communication," said Lon Baker, MacTank's CIO. "Usually mail will just keep accumulating until something happens – important computer files become corrupted or a hard drive fails then you lose all of the mail. Often someone decides to do a backup when the folder becomes so gigantic you can't make heads or tails out of what the content is. If your folders go back 3 or 4 years and you are looking for specific info, it's going to take hours to find it and bring it back. With MailTank your email is safe and the conversations are at your fingertips."

"An ordinary archive it looks like a CD-ROM, an inert thing, an object," added Winter. "All kinds of stuff can happen to your data. The CD-Rom can be scratched or lost. You go through an ordinary backup or archiving process and get a false sense of security."

MailTank stores all of your email on a secure remote server and provides a nearly an infinite amount of space for your data. Because it doesn't remain on a computer used in the business, it doesn't affect performance. It is maintained and looked after by experts whose job it is to keep your email safe and accessible. All of the information, whether it's about products or customers or content of the communication, it's all in one easy-to-find location – accessible from anywhere in the world.

It's also worth noting that MailTank is engineered to work effortlessly within both Apple's new Leopard OS and Microsoft's new Vista OS. Whether using Vista, Leopard or the iPhone, MailTankers will still have full access to MailTank, regardless of the platform they are using – a portable notebook, a Blackberry or any email compatible device.

For demonstration videos of the MailTank in action, click on the following link: <http://mactank.com/demo>.

About The MailTank

The <http://mailtank.com> [MailTank] solution was created out of MacTank's experience in helping over 100,000 Mac users who came to us with questions. The answers we gave our customers provided us with ideas for improving features and enhancing functionality that resulted in a new MailTank—the best email management system currently available for Mac users and others. For customer service that means business, ride the <http://www.mailtank.com> [MailTank].