



## **Message Systems Introduces the EcoNet Alliance Partner Program**

*Collaborative network enables application providers, resellers, referral agents and others to participate in driving innovation for shared success*

**COLUMBIA, MARYLAND – February 16, 2010** – Message Systems, the premier provider of holistic, fast and flexible message management solutions, today formally introduced its EcoNet alliance partner program and updates to its Reseller and OEM programs.

The Message Systems EcoNet program offers a structure, culture and mechanism for best-of-breed application providers to interact with Momentum, the leading message management solution on the market. The program also encompasses Referral Agents, Resellers and OEM partners, with the addition of Systems Integrators in Q2'10.

For application providers, EcoNet is all about creating an environment for technical innovation where Message Systems and its application partners invest in each other for mutual gain. In some cases, such as with the Symantec/Message Systems 'Service Provider Next Gen' initiative, these investments can yield powerful new solutions for the marketplace to protect networks against abuse, reduce customer churn or satisfy other business-critical needs. (For other application partners taking advantage of EcoNet, see: [http://www.messagesystems.com/partners/alliance\\_partners/receiving\\_partners](http://www.messagesystems.com/partners/alliance_partners/receiving_partners))

EcoNet also affords access to a growing client base of major brands and service providers who realize substantial value from the Message Systems solutions. In addition, application partners can leverage Message Systems' elite sales team, which has expertise in working with leading companies and consultants around the globe.

For the marketplace, EcoNet is about the freedom of choice in accessing innovative applications to address business needs. It affords maximum choice to clients through seamless interoperability with a wide array of application providers. By enabling choice and easy access, clients can take advantage of the latest technical advances to control and customize their messaging platforms in the ways best suited to their unique business objectives, processes and operating environments.

Message Systems fundamentally believes the independence of application and platform providers is critical to preserving the freedom of choice and pace of

innovation that the marketplace demands. As independent entities, both application and platform providers remain committed to finding the 'right' solutions for their clients and are free to partner with others in pursuit of those solutions. This creates a build-in incentive for both to invest in their core competencies and maintain their best-of-breed status – the net beneficiaries of which are their clients.

Message Systems further believes the EcoNet philosophy to be inherently superior to what is available through the 'captive' combinations that result from the merger of application and platform providers. Typically, either the application or platform lose-out in the contention for resources within the merged entity and the pace of technical innovation slows. Moreover, the clients of the merged entity lose-out as their choice becomes restricted to the in-house – not necessarily best – option for their needs.

Concurrent with this announcement, Message Systems has changed the criteria for its Reseller and OEM programs to ensure that companies representing its products share the company's best-of-breed status, vision for the future and business ethics.

“Unlike other programs that often take partners for granted, Message Systems collaborates with companies that have made a commitment to ensure mutual business success,” said David Harvey, vice president of business development and partners for Message Systems. “With the ongoing referral program and the addition of resellers and systems integrators to EcoNet, we will continue to work closely with our partners to provide world-class solutions and support to our joint clients.”

### **About Message Systems**

Founded in 1997, Message Systems is a worldwide provider of message management solutions and services for email service providers (ESPs), Internet service providers (ISPs), social networks and large enterprises that need to manage large volumes of business-critical email. Through a combination of technology, partnerships and intellectual capital, Message Systems offers a suite of software solutions and services that address the business and infrastructure needs of organizations ranging from e-commerce companies to the Global 2000. With the most powerful message management platform on the market, Message Systems gets billions of unique messages to the right place at the right time every day. Headquartered in Columbia, Maryland, Message Systems has representatives and partners in North America, Europe and Asia Pacific. For more information, go to <http://www.messagesystems.com> or call 1-877.887.3031

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