StrongMail
Documentation Suite
v. 4.0.1
September 2007

StrongMail.

StrongMail Documentation Suite

Introduction

Welcome to the StrongMail documentation suite. StrongMail is a high-performance application server, combined with powerful email delivery software that transforms email from a simple communication tool to a platform for conducting business.

Product Features

StrongMail offers the unique ability to provide high-speed message delivery and unparalleled reliability. It provides key features, such as:

- Message customization

- Real-time reporting and extensive detailed logging

- Dynamic content generation

- Improved deliverability

- Domain-specific connection management

- Ability to cluster servers for scalability

- Virtual routing

- Bounce analysis and categorization

- Extended tracking capabilities

StrongMail is all-inclusive, providing everything you need to power any email delivery application. It utilizes an integrated DNS cache, an integrated HTTP server for tracking and document storage, and a built-in load balancer that provides unlimited scalability and expansion for increased capacity. StrongMail also offers a services oriented architecture with easy-to-use APIs.

Intended audience

This document assumes that the reader is familiar with Linux, network firewalls, the Domain Name System (DNS), Ethernet, TCP/IP networking, Simple Mail Transfer Protocol (SMTP), and other related email technologies.

Documentation update

StrongMail believes that a world-class product should include world-class documentation. With that in mind, we are in the process of re-creating the entire documentation suite. We are taking a phased approach to updating the manuals, with the 3.2.2 release being phase 1- we hope you are pleased with the results and the direction we're taking. If you have any comments or questions regarding this project, please email us at documentation@strongmail.com.

In this release, you'll notice several changes to the documentation:

• PDF packaging

• Document reorganization

PDF packaging

Starting with version 3.2.2, we are delivering the entire documentation suite in a single PDF package, which provides several benefits to you.

The PDF package contains several documents that make up the components of the package. You can view every component within the package in a single window, which allows you to quickly flip through an entire document set.

You also get improved searching capabilities, as you can perform a single search for content in all the StrongMail documents. The Advanced Search function allows you to search within a single component or multiple components.

In order to take full advantage of these benefits, StrongMail recommends upgrading to Adobe Reader 8.

Document reorganization

The first phase of the project is a general reorganization of the existing documentation. The version 3.2.2 documentation suite consists of the following documents:

• **Appliance Manual**

• **CLI Reference Manual**

• **Quick Start Guide**

• **System Administrator's Manual**

• **Glossary**

Appliance Manual

The **Appliance Manual** provides information directly relating to the appliance hardware and appliance-only features and is organized into the following chapters:

Chapter	Description
Chapter 1: *Getting to Know the Hardware*	This chapter describes the appliance hardware.
Chapter 2: *DRAC Specifications*	This chapter provides information about the Remote Access Controller 5 (DRAC 5), which is a systems management hardware and software solution designed to provide remote management capabilities.
Chapter 3: *Indicator Codes*	This chapter describes the NIC and power indicator codes.
Chapter 4: *Detailed Technical Specifications*	This chapter provides detailed technical specifications of the appliance.

CLI Reference Manual

The **CLI Reference Manual** is a new manual that provides detailed information about the command line interface and is organized into the following chapters:

Chapter	Description
Chapter 1: *Managing Mailings*	This chapter provides instructions to manage mailings from the command line. This is a new chapter.
Chapter 2: *Mailing Configuration File*	This chapter describes the mailing configuration file and the supported directives in detail. This is a new chapter.
Chapter 3: *Recipient Database*	This chapter describes the format and usage of the recipient database. This is a new chapter.
Chapter 4: *Templates*	This chapter describes templates and provides template examples. This is a new chapter.
Chapter 5: *Customizing a Mailing*	This chapter provides information for customizing a mailing, and introduces the four customization methods: global customization, simple personalization, advanced personalization, and XML-based customization. This is a new chapter.
Chapter 6: *Utilities*	This chapter describes the StrongMail command line utilities. This chapter was previously part of the old System Administration Manual (Chapter 6, *Operations: Command Line Interface*).
Chapter 7: *Configuration Files*	This chapter describes the configuration directives that StrongMail supports. This chapter was previously part of the old System Administration Manual (Appendix A, *Advanced Configuration Options*).
Chapter 8: *Log Files*	This chapter describes the StrongMail logs and log formats. This chapter was previously part of the old System Administration Manual (Appendix B, *Log Files*).
Appendix A: *Character Sets*	This appendix lists the character sets that StrongMail supports.

Quick Start Guide

The **Quick Start Guide** is a two-sided document that provides the information necessary to quickly set-up and configure your appliance to send test emails. A hard-copy of the **Quick Start Guide** is included with all new appliance purchases.

System Administrator's Manual

The **System Administrator's Manual** has been restructured to make it easier to find the information you're looking for and is divided into four sections (Installation & Configuration, Mailings, User Interface, Maintenance & Troubleshooting) and is organized into the following chapters

Chapter	Description
Installation & Configuration	
Chapter 1: *Before You Begin*	This chapter includes pre-installation checklists and security information.
Chapter 2: *Installation*	This chapter provides information about installing the StrongMail Appliance and StrongMail software.
Chapter 3: *Upgrades*	This chapter describes the upgrade process.
Chapter 4: System Administration	This chapter walks you through the initial software configuration and introduces you to the UI.
Chapter 5: Deployment	This chapter introduces you to deployment basics, including DNS, SPF & SenderID, Domain Keys & DKIM, firewall changes, and Goodmail. This is a new chapter.
Chapter 6: Configuration	This chapter walks you through basic delivery configuration, including bounce management. This is a new chapter.
Chapter 7: Deliverability & Performance	This chapter provides information about email delivery and performance. This is a new chapter.
Mailings	
Chapter 8: *Managing Mailings*	This chapter provides information for creating a mailing from the UI and includes details about databases and templates.
Chapter 9: *Customizing a Mailing*	This chapter provides information for customizing a mailing, and introduces the four customization methods: global customization, simple personalization, advanced personalization, and XML-based customization.
Chapter 10: *Tracking Features*	This chapter describes the tracking features StrongMail offers
Chapter 11: *Internationalization*	This chapter provides information on internationalizing your mailings.
User Interface	
Chapter 12: *Administration Tab*	This chapter describes the **Administration** tab.
Chapter 13: *Mailings Tab*	This chapter describes **Mailings** tab.
Chapter 14: *Reports Tab*	This chapter describes the **Reports** tab.
Maintenance & Troubleshooting	
Chapter 15: *Maintenance*	This chapter provides information about backing up the StrongMail server and rotating log files.
Chapter 16: *Troubleshooting*	This chapter shows you how to troubleshoot StrongMail.
Chapter 17: *Analyzing Failures*	This chapter provides a description of the various failure categories and types contained in StrongMail MTA reports.
Appendix A: *Character Sets*	This appendix lists the character sets that StrongMail supports.
Appendix B: *Web Services SOAP API*	This appendix outlines the StrongMail SOAP APIs.

Typographical conventions

The documents use the following typographical conventions:

Font style	Usage
`Courier New`	`Courier New` is used for commands, files, directories, programming code, and on-screen computer output.
`Courier New Italics`	*`Courier New Italics`* is used for variables and command-line placeholders.

In addition, this manual is optimized for two-sided printing.

StrongMail Technical Support

At StrongMail, our goal is to provide highly-scalable, feature-rich technology backed by expert services and support to enable you to effectively develop, operate, and maintain your email systems.

Please make use of the support resources, including this manual. If you are unable to find the answers to your questions within this manual, please call technical support or contact your account representative.

Address	StrongMail Systems, Inc. 1300 Island Drive, Suite 200 Redwood City, CA 94065
Telephone	(650) 421-4250
Fax	(650) 421-4201
Global Email Support	support@strongmail.com
Support Portal	http://www.strongmail.com/support/overview

Support portal

StrongMail's Support Portal offers you fast answers to specific technical questions about StrongMail products and services, including:

- software downloads
- software updates
- FAQs
- User Manuals
- Technical Knowledge Base
- case submission and status

To access the Support Portal, from the **Help** drop-down menu, select **Support Portal** and log in.
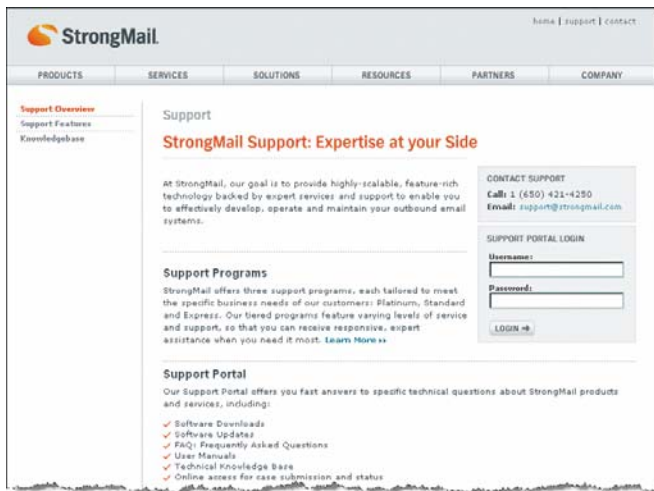
Debug files

While working on your case, technical support may ask you to email them a debug file. To generate a debug file, from the command line, go to the `/data1/strongmail/strongmail-mta` directory and run the following command:

```
# ./sm-server debug
```

StrongMail outputs the following:

```
-------------------------------------------------------------------
-- StrongMail Server VERSION: 3.2.2
-------------------------------------------------------------------
 StrongMail Debug Report
-------------------------------------------------------------------
Creating directory /data1/strongmail/strongmail-mta/log/debugreport-server...
Performing diagnostics...
Taking snapshot of install directory...
Getting version and status information...
Copying configuration files...
Copying license files...
Checking license...
Copying last 500 lines of each log file...
Creating tar file: debugreport-server.tar...
Compressing debugreport-server.tar (this may take a while)...
Removing /data1/strongmail/strongmail-mta/log/debugreport-server...
-------------------------------------------------------------------
 Debug Report COMPLETE
 Debug File: /data1/strongmail/strongmail-mta/log/debugreport-server.tar.gz
-------------------------------------------------------------------
```

Note the location and name of the debug report (highlighted above in orange. This debug file contains extensive diagnostics, the status of current mailings, system statistics, and copies of the configuration files. Using this report, technical support will be able to quickly analyze the issues you experienced and provide a solution.

About StrongMail Systems, Inc.

Businesses today need a single, future-proof platform for email delivery, personalization and campaign management. They need a company with the technology, expertise and services to guide them through today's deliverability challenges. In a word, they need StrongMail.

Whether you need to replace a failing MTA or CRM email system, personalize your customer communications, or ensure delivery of your email marketing messages, we can help. With StrongMail, you get patent-pending technology backed by professional expertise and hands-on support. Our high-performance solutions are reliable, extendable and fully adaptable to your operating environment - and to your vision for the future of your business.

We back up our world-class email infrastructure solutions with personalized consulting services to help you unlock the potential of email. We're here to listen. To ask questions. To understand your business and IT objectives. Our experienced professionals provide in-depth technical expertise and industry knowledge - a winning combination that enables you to solve the email messaging challenges unique to your enterprise.

Our goal is to provide highly-scalable, feature-rich technology backed by expert services and support to allow you to easily maintain your outbound email. We offer a range of maintenance and support packages to fit the demands of every customer, whether you're around the corner or around the globe.

For additional information about StrongMail's products and services, visit our web page at http://www.strongmail.com/. For support, please log into the Support Portal (http://www.strongmail.com/support/overview/), or send an email to support@strongmail.com.

Products

StrongMail offers the following additional products:

StrongMail MTA Express   StrongMail MTA Express leverages the benefits of open source and commercial innovation to deliver a Linux MTA optimized for commerce. StrongMail combines superior scalability with the tools required to work cooperatively with receiving ISPs to differentiate legitimate commercial email from spam. StrongMail's cost-effective platform enables authenticated delivery without the costly customization of traditional open source MTAs.

StrongMail Email Integration Server   StrongMail Email Integration Server unites StrongMail's state-of-the-art MTA software with powerful integration technology that enables dynamic message assembly, delivery, reporting and tracking – all within a single "rack-ready" server appliance. The high-performance appliance combines specially configured and pre-tuned hardware with StrongMail's industry leading Email Application Server (EAS) and MTA software to simplify email deployment and streamline email operations.

StrongMail Email Marketing Server   StrongMail Email Marketing Server is a fully integrated, turnkey email marketing system for enterprises who want better control, delivery and bottom-line results – all without arbitrary lead times or per message charges. Offered as a "rack-ready" appliance, StrongMail Email Marketing Server is a combination of specially configured and pre-tuned hardware, StrongMail's industry-leading MTA and EAS software and Message Studio – StrongMail's email marketing and management application.

StrongMail Transactional Email Server   Extremely reliable and flexible, StrongMail Transactional Email Server extends the business logic of your existing e-commerce system to dynamically create customized transactional messages that properly reflect your company's identity and relationship with the customer. StrongMail's proven transactional capabilities work in conjunction with its powerful integration and MTA software to offer dynamic message assembly, delivery, reporting and tracking – all within a single "rack-ready" server appliance.

StrongDelivery Tools StrongDelivery Tools are a valuable complement to your delivery reporting on the StrongMail system. The tools are powered by ReturnPath, an industry leader in delivery assurance services, and come with full training and support on their use. Support for other delivery assurance providers is also available.