Carizen

A Whitepaper on Rainmail Chat Service

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Introduction

Rainmail Chat Service offers a versatile, functional, Instant messaging and chat communication platform, tailored to meet your business communication needs. Rainmail Chat Service improves productivity in the work environment by facilitating improved and superior information exchange over the Intranet.

Rainmail Chat Service is a much-needed solution for businesses that need to facilitate real time communication with remote/branch employees.

Rationale

Users in a multi-locational organization need to communicate with each other in the most **efficient, cost-effective and secure** way. Telephone conversations are expensive and business conversations through public chat service like MSN, Yahoo are not secure.

Rainmail Chat Service fulfils this need as it offers a cost-effective and secure solution. Rainmail Chat Service is secure as it is a closed user, intra-organization chat service. Further, Rainmail Chat service is a simple service offering which does not entail installation of any software except for the installation of a chat client in the user's machine.

Rainmail Chat Service   targets multi-group, multi-locational companies where substantial exchange of information takes place between various workgroups and individual users. Companies with heavy focus on Sales, Distribution, Logistics, Shipping, Customer service, and Exports can benefit from Rainmail Chat service.

Why Rainmail Chat Service

Intra-company information exchange in most organizations takes place over telephone lines, which is expensive, or traditional paper transaction, which is slow. Email is a better option, but here too the communication is non-interactive and the sender has to wait for response from the recipient.

A Chat setup fulfils the need for quicker, interactive communication. However, public, free services like MSN, Yahoo, and Indiatimes are not suitable for business communication due to following inherent disadvantages:

- They are not a CUG (Closed User Group) offering and hence not secure

- There is no corporate identity as no logo/name of the company can be displayed

- Identification of users is difficult as chat ID with user's real name are impossible to get in these public chat service. One has to adopt addresses that are abbreviated or with numerical combination. Sometimes one has to do with nicknames like vishy646!

- An organization's special requirements cannot be implemented and the user is forced to use only the default offerings.

- There is no provision of administration and management of the service. There is also no possibility of account creation/deletion/maintenance by a Company administrator.

- No Support/Warranty is offered incase of a disruption/shutdown.

Advantages of Rainmail Chat Service

Rainmail Chat Service enables

- ### Localized Administration and Management

  User creation/deletion and maintenance is done by the company administrator locally, using a control panel. There are no restrictions on the number of users to be created and chat addresses can be created even for Company's vendors/clients/dealers so that the users from these segments can directly interact with the concerned authority in the company.

- ### Security

  As Rainmail Chat Service implements a Closer User Group (CUG) , there would be no access to outsiders and hence the information exchange is secure and confidential.

- ### Easier Identification of Users within the group

  Chat addresses   can be made the same as Email ID with the user's name and company's domain name, thus making it easier to identify users. This would be especially useful in multi-level, multi-locational organizations.

- ### Faster communication

  As the information exchange takes place in real time between users, communication is faster.

- ### Quicker decision making

  Using the Conferencing option in Rainmail Chat Service, multiple users belonging to the same work group can have discussions   in real time and make decisions quickly. For example, a Sales Manager can have Conference chats with his team across the locations simultaneously and decide on (a discount policy) and the same can be conveyed to all instantly.   The traditional means of communication (phone calls and letters) will make this process much longer.

Advantages of Rainmail Chat Service - contd.

- **Reduced costs**

  As chat discussions are conducted over Internet, costs are minimized as compared to the more expensive STD/ISD Calls. Further, being a service, there is no requirement of installation of software/ hardware. Hence, there is no cost on hardware investment and subsequent maintenance of systems.

- **Better Customer service**

  Organizations can create Online support system in their website where Support executives can provide instant support to clients and respond to their queries.

  Training Institutes can even conduct online learning sessions and can answer their student's queries online.

How it works

Rainmail Chat Service is a subscription based service. There is no installation of software or hardware. Information exchange between the users across various locations takes place through Carizen's server.

All users need to do is to

1. Download the Chat client from Internet (a one-time process),
2. Perform initial configuration (a one-time process),
3. Connect to Internet, and
4. Start chatting!

Rainmail Chat Service client has Online indicators that gives status of users (Free, Busy, Lunch, Do Not disturb). Audio settings can be set for notifications. Groups based on Work profile, Location can be created for easier identification.

Support

Rainmail Chat Service is provided through Carizen's Co-located servers and hence 24 x 7 uninterrupted service is guaranteed. Technical Support is available from Carizen's web site as also the offices located in Chennai, Mumbai, New Delhi, Bangalore and Hyderabad.