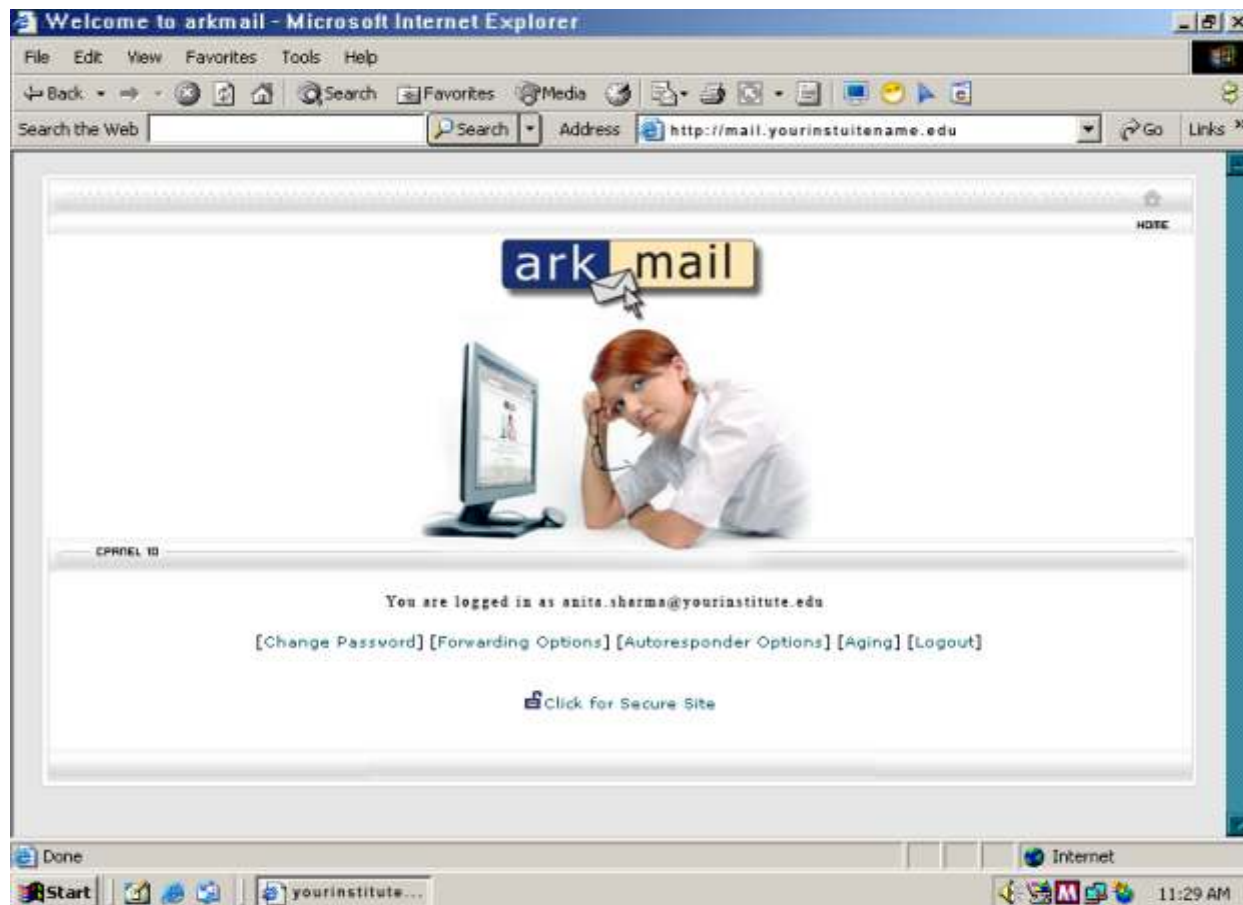




# Email Solutions for Academia Worldwide



## What is arkmial?

- arkmial is a simple email solution for your academic institution.
- Right now, while you have an Internet domain and a web site such as [www.yourinstitute.edu](http://www.yourinstitute.edu), your students and faculty probably do not have email accounts in your domain.
- Right now, most your students use [@hotmail.com](mailto:@hotmail.com) or [@rediffmail.com](mailto:@rediffmail.com) for their email.
- With arkmial, your students and faculty can email using your own domain. For example: [anita.sharma@yourinstitute.edu](mailto:anita.sharma@yourinstitute.edu) or [anita.sharma@yourinstitute.ac.in](mailto:anita.sharma@yourinstitute.ac.in).
- arkmial solution builds the brand of your institute and enhances your professional image.

## How does your institute benefit?

- Creates brand awareness amongst students within the institute and outside the institute.
- Students can maintain their accounts after graduation, increasing the brand awareness of the institute.
- Communication facilitation of messages /notices/schedules etc. to individual students, groups of students or to the entire student body.

## How do your students benefit?

- Each student will have a personalized email account on the first day with the college name proudly displayed.
- Each student can exchange mails through this new account.
- Can get notices/messages/mark sheets from the institute through the internet, which can be checked from any location.
- Can send requests/messages to the institute through this official e-mail account.

## What is the arkmial advantage?

- Each student can access email from any Internet terminal anywhere in the world at any time – just like [@hotmail](mailto:@hotmail.com) or [@rediffmail](mailto:@rediffmail.com).
- Each student can send/receive emails using that email id – just like [@hotmail](mailto:@hotmail.com) or [@rediffmail](mailto:@rediffmail.com).
- You do not need to make any investment in hardware/software or Internet connection at your institute – arkmial is an hosted application service.
- arkmial is available 24x7x365.
- arkmial is hosted in Atlanta, USA with redundant Internet connectivity.

## Why you need to build your brand?

- The world is constantly evolving. We now live and operate in a world of information.
- Success happens only to those who know how to utilize information and resources profitably.
- You need to keep ahead of the rest by relentlessly reinventing the way you conduct your business.
- Everybody you deal with is fast becoming a knowledge worker. In such a knowledge intensive environment you need to communicate constantly with every entity you work with.
- Today, your internet domain is your brand. arkmial enhances your professional image and brand equity for your internet domain.

## How you gain by using arkmail?

- It creates a good image if your brochures/web site have address like anita.sharma@myinstitute.com as the email address for correspondence.
- In today's world, you are taken seriously if you use your own Internet domain for emails.
- In today's global world, your staff is communicating with Institutions outside India for strategic alliances, exchange students, academic link, etc. If your staff is using your own domain id, then they are taken seriously.
- Your students are your brand ambassadors. Your Institute store has your Institute branded T-Shirts that are proudly worn by your student fraternity. Instead of @hotmail, your students would proudly use your own Internet domain for emails.

## How to make arkmail work for you?

- Today's Institutes do not use age-old system of paper notices and notice boards. All internal communication can and should be by emails – (a) between staff, (b) between staff and students and (c) between students.
- If a faculty member wants to alert students that the last date for submission of term paper has changed, then your faculty should be able to email this to those taking the class.
- If the Institute bus schedule is changed, your Admin staff can email the revised schedule to all students of the institute.
- Your Institute administration is more productive – arkMail makes it easier to communicate with each student of your institute.
- Your faculty is more effective – the term papers can be collected by emails and archived for posterity.
- Student groups can create more effective lines of communication.

## What will it cost you?

There is no investment required from your side.

	<b>Economy Package</b>	<b>Standard Package</b>	<b>Premium Package</b>
Feature:	No data space for this account	Limit of 5 MB data space for this account	Limit of 20 MB data space for this account
WebMail Interface:	24x7x365 Access Limit of 5 GB/month Data transfer for all accounts of the Institute	24x7x365 Access Limit of 10 GB/month Data transfer for all accounts of the Institute	24x7x365 Access Limit of 20 GB/month Data transfer for all accounts of the Institute
Amount Payable by Student:	Rs. 350/Year	Rs. 900/Year	Rs.1500/Year.
Amount Payable by Institute:	Rs. 250/Year	Rs. 750/Year	Rs. 1250/Year

## How to sign up?

### 3 Simple Steps

- Step 1: You sign the simple 1-page arkmail Service Contract and we update your Internet Domain registry records so that our servers start receiving your Internet domain emails.
- Step 2: You signup students, collect student payments and give us a list of all students. We configure all these accounts into our servers.
- Step 3: You start using arkmail.

# arkinc design

Marcom solutions for academia worldwide



We are education domain experts offering marketing and communication solutions to the education industry worldwide

Based in Pune in India, ArkInc-Design is a leading professional services company - specializing in the design and development of marketing communications collateral for academia worldwide.

## Our Other offerings

### ark web

**Does your website look static and stale? Maximize its potential with a dynamic interactive website.**  
We add interactivity and dynamic content to your website. We create innovative designs, clear, precise and informative content for your website.

### ark RSS

**Use RSS streams to disseminate your institute's information to your partners and agencies worldwide.**  
RSS is industry standard for sharing information between websites. Enable your partner websites to dynamically get updated content from your website.

### ark print

**Full solution for internationalization (I18N) of your marketing collateral.**  
Today, localized marketing collateral is essential to get good results. We provide a complete business solution - design, develop, localize, print and deliver worldwide

### ark booth in-a-box

**Participating at an upcoming student fair?**  
We design and ship a simple booth-in-a-box to your fair location. On the day of the fair, you put together your Student Fair booth from this low-cost single-use box - in less than 30-mins. You save both time and money.

### ark film

**A visual is worth a thousand words. A film easily communicates your message to your prospective students .**  
Let our team's "left brain rational" style communicate your key marketing messages in your film, CDs and streaming videos.

**Call now 91-98225-57463 or email to [info@arkinc-design.com](mailto:info@arkinc-design.com)**