



Marketbright Deploys Message Systems' High-Performance Messaging Platform to Enhance Business Management

Momentum's advanced capabilities and ability to safeguard brand reputation provide competitive advantage for leading marketing automation software provider

COLUMBIA, MARYLAND – June 16, 2010 – Message Systems, the premier provider of fast and flexible, holistic [message management solutions](#), announced today that Marketbright, an on-demand marketing automation solution which enables self-service campaign execution, automated lead scoring and nurturing, and close-loop marketing analytics, has deployed Momentum. Marketbright is using Message Systems' high-performance message management platform to enhance business management by enabling high volumes of email marketing messages to be sent on-demand, while providing visibility and control into the messaging process.

Headquartered in San Bruno, California, Marketbright has been helping enterprise companies streamline their marketing for over six years.

Prior to implementing Message Systems, Marketbright had been using an open-source solution with limited capabilities, requiring extensive customization and additional hardware investment. Marketbright needed a next-generation messaging solution that was flexible and could scale as needed, as well as provide optimal performance and control over message delivery.

“We required a messaging solution that would not only keep pace with our growth, but also proactively manage our deliverability and reputation,” said Erik Bower, President and Marketbright Founder. “Momentum was the only solution that offered the scalability, reliability and the adaptive delivery necessary to achieve our business objectives, giving Marketbright a distinct competitive advantage. We were especially attracted to Message Systems features such as Adaptive Delivery which give us a unique advantage over competitors who went with another solution. ”

“Momentum is designed to meet even the most complex client requirements,” said Barry Abel, Vice President of Field Operations for Message Systems. “For a system like Marketbright, which provides advanced [nurture marketing](#) and messaging, Momentum offers the ideal solution. It solves today's messaging problems and is future-proof for tomorrow with an open architecture that companies can build on as their business needs change.”

About Message Systems

Founded in 1997, Message Systems is a worldwide provider of message management solutions 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 family of software solutions and services that address the email infrastructure and deliverability needs for 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 a network of channel partners in North America, Europe and Asia Pacific. For more information, go to <http://www.messagesystems.com> or call 877.887.3031.

About Marketbright

Marketbright delivers the leading software-as-a-service marketing automation solution, enabling more than 20,000 users at companies such as TELUS, Serena Software and Varonis and to generate leads and convert prospects to customers. Marketbright goes beyond the traditional marketing tools with a full suite of integrated applications including campaign management, email marketing, event management, social networking, landing page creation, lead scoring, lead nurturing and membership management. The company is privately held and headquartered in San Bruno, Calif., and can be reached at <http://www.marketbright.com/>

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