

Topicbox – Group email for teams

Topicbox is a new group email product for teams, developed by FastMail, one of the longest operating email services the world over.

And just like FastMail, Topicbox was designed from the ground up to modernize the group email experience, while offering users the highest levels of deliverability, reliability, ease of use and native language interface support.

Better for businesses, professional organizations and other teams

Topicbox builds on the parts of email you love, and puts the power to control message flow in its users' hands with a host of features that make it really exciting for teams:

All your discussions in one place

By moving your most valuable information away from individual inboxes you can have group discussions in your Topicbox groups. All your discussions are categorized by group and searchable.

Unlimited groups

Discuss your teams, projects and events. Over time your groups help form a growing, searchable archive. You can also retire groups if you no longer need them; they will still remain searchable so that history isn't lost as projects end.

No more CC or BCC

There's just one email address to reach every member of your Topicbox group. For example, set up your group 'Project Atlas' and all group members simply send and reply to messages using one address:

projectatlas@yourbusiness.topicbox.com

You can invite, add and remove members at any time and members can also leave groups that are no longer relevant.



Why Topicbox?

- Native language interface support
- Built for deliverability
- Committed to reliability
- Easy to use
- Modern interface

Control access and privacy

You determine and share access, from who can see groups to who can create them. Add members yourself, or let them join the groups they want.

Topicbox allows admins/users to create and manage single or multiple groups.

Find what you need

Refine as you go search lets you zero in on what you need, and groups make it easy to browse, too.

Great support

Topicbox is brought to you by the teams behind FastMail, Pobox and Listbox. We love our customers and pride ourselves on bringing the best email experience to all of our users.

Other Features/benefits:

- Modern, fast interface with UX focus
- Easily accessible – no new software to download (use your web browser or existing email program)
- Powerful search via web interface
- Permalinks
- Inline reply and fully threaded archives
- Backed by FastMail's robust reliability and deliverability
- Privacy-focused
- Secure – no tracking of data
- Friendly technical support
- Easy Subscribe/Unsubscribe functionality
- Ideal for groups working in different timezones
- Message moderation (ideal for large groups or sensitive topics)
- Choose frequency of messages – daily or weekly digest (great for high volume messaging)
- Infinite scroll of messages (not tabbed)

Group email that's easy to use

Email is a robust, inclusive platform that works no matter whether you're a staffer, a contractor, or a client. Topicbox works with your existing email accounts, or can be used exclusively through the web interface.

Segment communication with groups

Topicbox is just like using your regular email. The only difference is instead of sending it one-to-one, or CCing a whole group of people, you send it to your Topicbox group.

The group can be predefined, either by you when you create it, or by someone else who is running a team, project or event, and that's really it. You still send the same information but you get it to the right audience.

Control message frequency

Message frequency with Topicbox is also manageable. Instead of receiving immediate emails, you can request 'Daily Summaries' for a convenient snapshot of recent activity, or simply see all activity on the web through the Topicbox web interface at a time that suits you.

The 'News Center' also provides an 'at a glance' overview of any recent activity, essentially creating a news service for your organization's group/s.

Manage delivery options

You can also send links to your most important discussions and threads to other members, which can be a great resource for new members to get up-to-date on particular issues or for those who may have had absences from recent activity.

Members also have the option to subscribe/unsubscribe themselves based on their communication preferences.

Expert standards compliance and email deliverability

Topicbox has been developed by the team that created one of the longest operating email services the world over, so you can be sure our technical credentials are second to none.

We handle millions of messages daily, so we're comfortable powering a lot of communication!

Standards support

Topicbox is a group email platform that's fully compliant with all relevant technical standards and best in class deliverability standards, including SPF and DKIM signing.

The Topicbox Technical Team is currently working with international email standards boards, and ARC sealing will be added as soon as the standards are complete.

Setting the standard for message delivery

- DKIM management (including message signing and key rotation)
- Support for DMARC
- Use of ARC for greater reliability
- Bounce management (with visibility into member changes)
- List reputation kept high

Deliverability is our focus

We know how important it is that your messages are sent as quickly as possible, which is why we do everything we can to ensure lightning-fast delivery. However, speedy delivery is nothing without similarly high levels of delivery to members' inboxes.

Our team knows email inside and out, so you can be sure that your mail is being delivered in compliance with all the current email best practices.

All outbound mail is DKIM signed by Topicbox, and we work hard to keep our outbound reputation at the highest level. Senders from DKIM-fail domains automatically have their 'From headers' rewritten, so messages are delivered to all recipients cleanly. With Topicbox, your mail is also included in feedback loops from all the major ISPs and ESPs, and spam complaints are processed automatically.

With mail standards changing all the time, compliance errors can be costly and time-consuming to address. Leverage FastMail's best-in-class knowledge to ensure your team's messages are delivered.

Avoid the hassle and cost of self-managed applications

Move away from expensive, in-house email systems and complicated wikis. With a flat per seat cost Topicbox is budget-friendly with account management not reliant on individual staffers. Your information and discussions can weather any change in IT providers and resource management.

Upgrading from more traditional 'email CCs/BCCs' to Topicbox keeps the ease of use you get from email, while improving deliverability, reducing confusion and frustration from addresses lost, changed or forgotten, and adds useful tools like archives and digests.

With Topicbox you can communicate to a wide range of users without the need to set up an internal or in-house system – imagine Topicbox as a tool to put the control and the flow of messages into the hands of the people who receive it. It's also ideal for reaching group members that are made up from a range of different professional and social backgrounds.

Topicbox brings all users together under one easy-to-use system – and only requires a web browser and email account for initial setup.

Manage internal activities with greater transparency using Topicbox

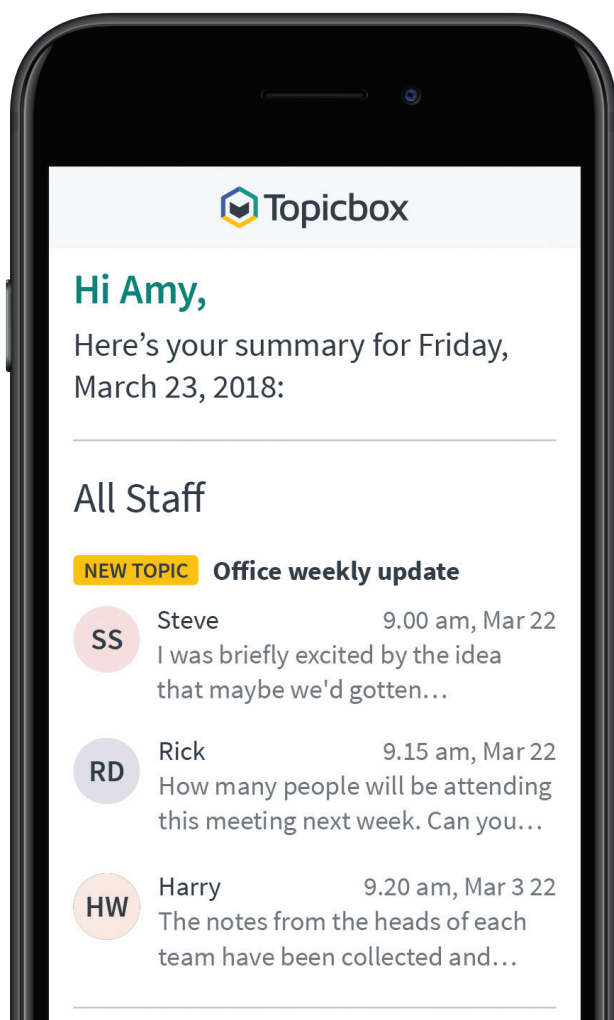
Many organizations will engage in a range of internal-focused activities throughout any given year: product development, training events and stakeholder education.

These are likely to be activities that require a lot of planning and communication, and by segmenting them into Topicbox groups you can contain discussions, ultimately creating a living resource that stores all of your groups' ideas and information.

For organizational working groups, that might be responsible for key areas, it really makes sense to create individual Topicbox groups to highly segment communication.

For example, you might create a group called 'Compliance' which can then contain every topic or discussion that falls under 'Compliance'. This group would then have its own dedicated email address, eg: **compliance@myorg.topicbox.com** which all group members can engage with (as per a standard email address).

By segmenting communications via specific Topicbox groups you can reduce communication clutter and keep discussions more relevant.



Taking the traditional listserv and making it better

Listserve remain one of the foundational technologies of the internet. And while this technology has been around for a very long time, it has lost relevance as modern communication platforms develop and evolve.

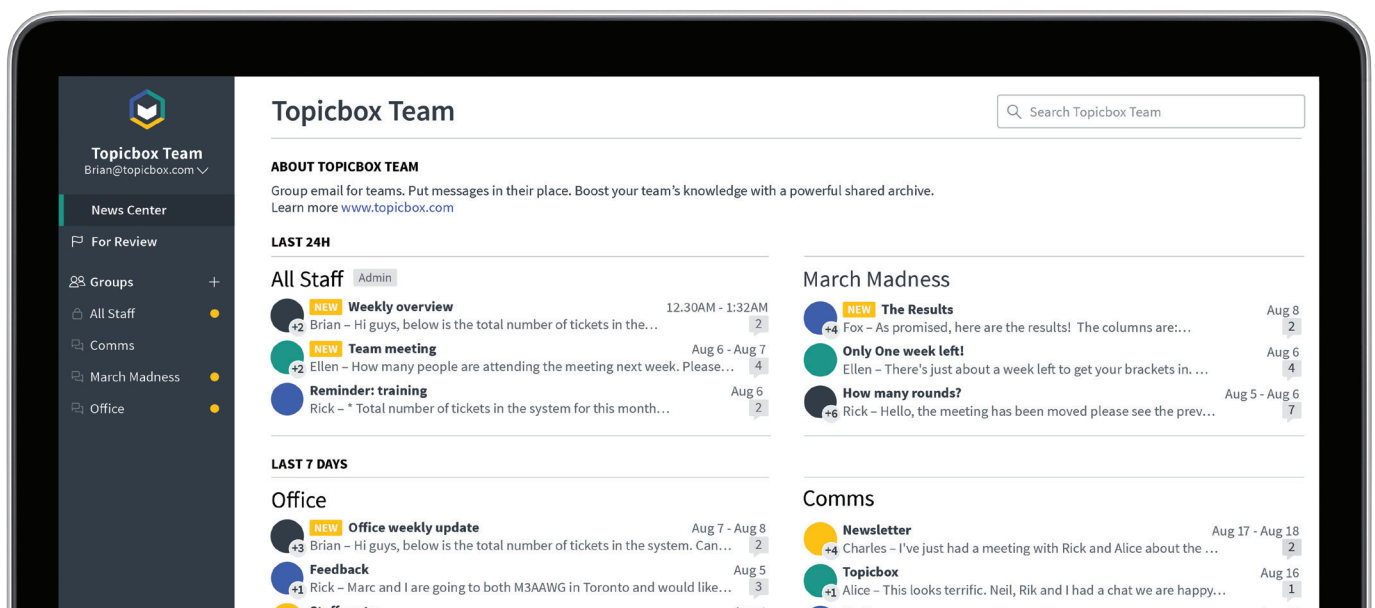
Topicbox takes existing listserv/mailling list features and functionality and improves them dramatically for today's email users.

While retaining its traditional roots, Topicbox provides a clean, mobile-friendly interface, a modernized digest experience with its 'Daily Summary', and a consolidated organization-wide 'News Center' for users who wish to reduce mail in their Inbox.

Built on years of experience

Topicbox was developed by the team behind FastMail – a team with two decades of experience running listservs in production. Founded in 1999, FastMail is one of the longest operating email services in existence. Today we provide a suite of products, to help you and your organization connect better through email.

Benefitting from an active development team, and many years of collective experience in email, Topicbox sets a new benchmark in group email both today and into the future.



Join the growing number of organizations already using Topicbox

Topicbox is already improving the communication of a wide range of organizations, large and small.

You'll find Topicbox helping teams to better communicate within industries such as Professional Services, Information & Communication Technology (ICT), Education and Community Organizations.

To talk about how to move your organization to Topicbox:

Email: sales@topicbox.com
or create a test organization today at www.topicbox.com