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# Paladin Managed Emails – Secure & Professional

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# WHAT YOU'LL LEARN

- Use of Email dominates personal, business communication
- How it helps stores
- Microsoft Office 365
- Desktop installs and Email license
- Paladin "Managed Email"
- How to get it

# Facts about email

- By 2025, the number of email users is expected to reach 4.6 billion.
- 92% of the U.S. population reported using e-mails as a regular form of communication.
- More than 333 billion emails are sent and received each day.
- 64% of small businesses use email marketing to reach customers.
- *Sources: Campaign Monitor, Statista*

# Email security

- The average employee gets 120 emails daily.
- This opens the door to cybercriminals who use email to attack businesses with malware, phishing campaigns, ransomware and more.
- Most cyberattacks – 94% – begin with a malicious email.
- Cybercrime cost businesses more than $10.3 billion in 2022.
- *Source: FBI's Internet Crime Complaint Center (IC3)*

# Benefits of email security

- Protects a company's brand, reputation and bottom line.
- Enhances productivity by minimizing potential disruption and downtime.
- Ensures compliance with data protection laws.

# Benefits of managed email

- Today's customers want to receive their retail information via email.
- Gives emails professional appearance and brand identity.
- Allows stores to send these correspondence via email.
  - Invoices
  - Quotes
  - Purchase Orders
  - Statements and more
- Places all business addresses under one domain.

**Do your emails mean business?**

- No third-party vendors.
- One call for support – Paladin.

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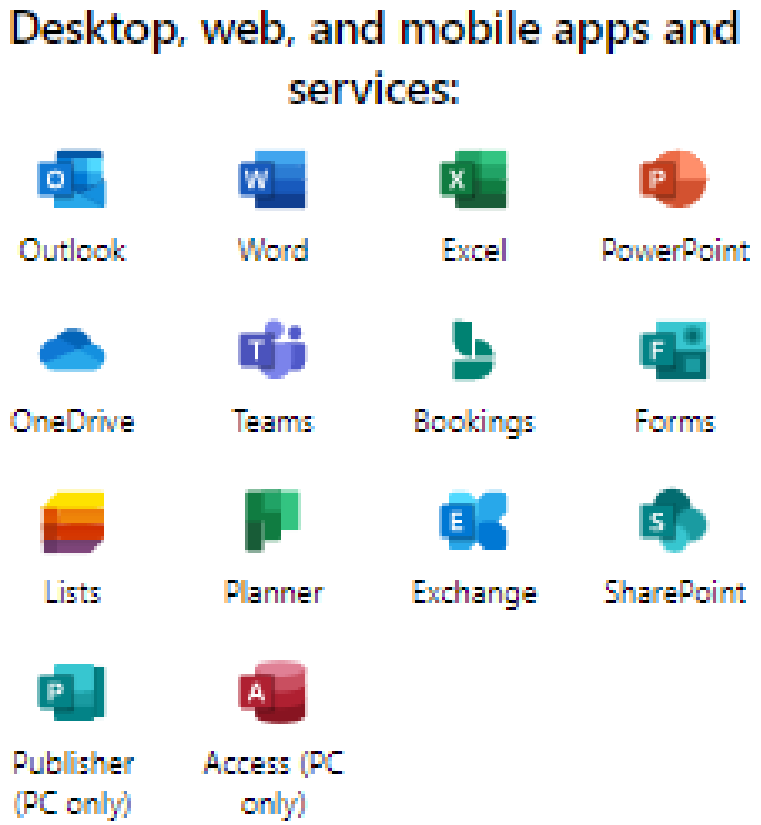
# Setting up Paladin Managed Emails

# Microsoft Office 365

A Microsoft 365 subscription plans include a set of applications that help you get things done including staying connected and communicating with your vendors and customers.

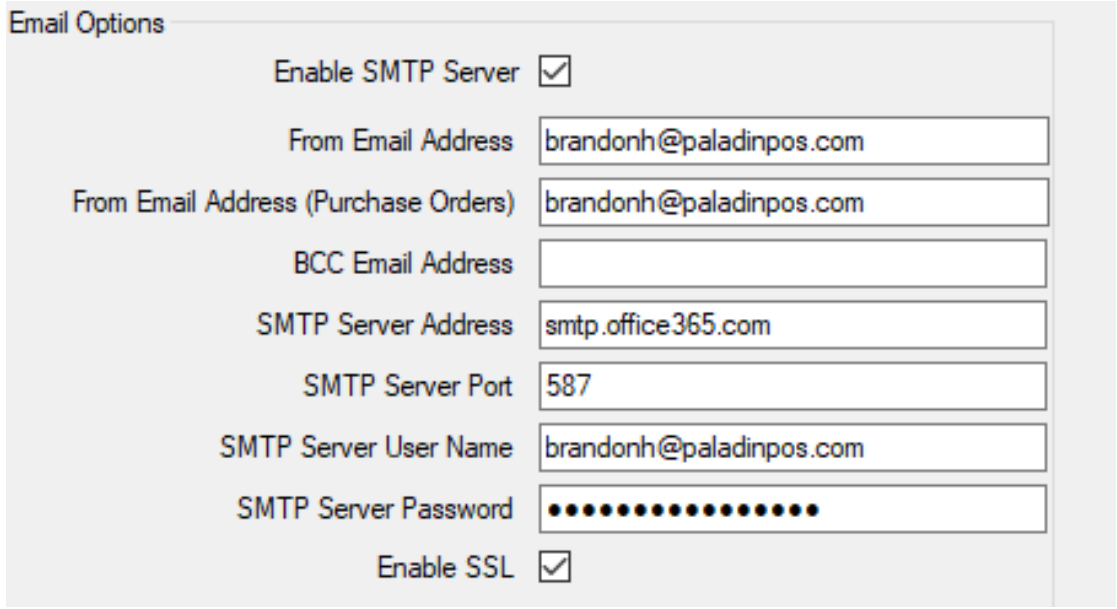
# Microsoft 365 (cont'd.) – Apps for business

- Desktop installs
  - Office apps installed on up to five devices
- Email license
  - Exchange email license, "Managed Email"



# Email license

- Paladin manages entire email process
- No third-party vendors like Yahoo or Gmail
- Provides consistent, branded emails to vendors and customers



# How to get Paladin email license

1. Purchase Office 365 Exchange license.
2. Purchase a domain if store does not already have one.
3. Tie them together to create professional email.
4. Configure Paladin with new email.

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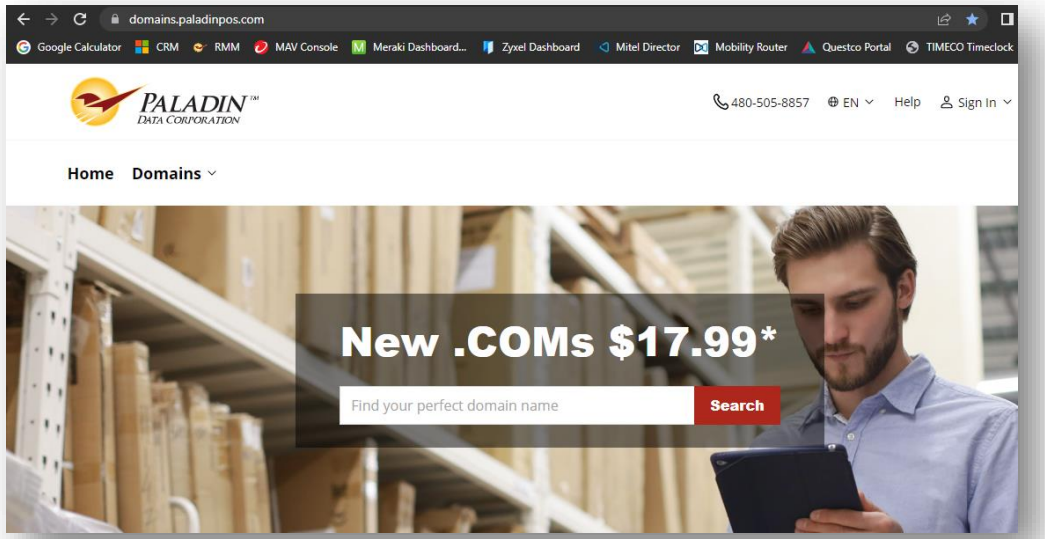
# GoDaddy resellers

- Paladin is a GoDaddy domain reseller.
- Paladin clients can purchase a domain from https://domains.paladinpos.com/
- One-time setup fee is $150. The fee is waived if the domain in purchased from Paladin.



# Paladin offers

- Apps for business = Desktop installs $12
- Business Basic = Email license $7.20
- Business Standard = Desktop installs + 1 Email license $15
- *Prices are subject to change*

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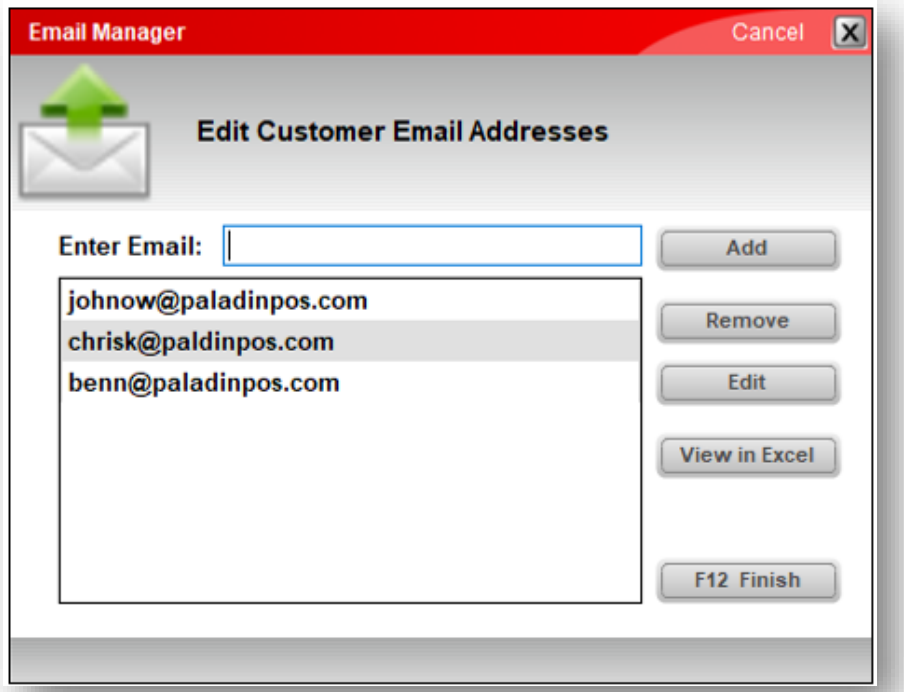
# Paladin Email Manager options

- Paladin's Email Manager works simply.
  - Select an email address from the customer's or supplier email address list in Paladin.
  - Enter a new email address and send a receipt to that customer.
  - Send multiple emails before closing the window.
- Note: To do this, the email feature must be set up by Paladin Support. Contact us: support@paladinpos.com or 1-800-725-2346, option 2.



Q&A

# Learn More

To learn more, see the following resources in our Retail Science library

- A Crisis Management Plan is Crucial to Small Business Disaster Recovery
- Ransomware Resolution: How One Business Recovered
- PC Replacement Plans Are Good Business
- Business Network Security Can Stop More Than a Virus

A recording of this webinar will be available at portal.paladinpos.com/webinars.

# Next Webinar:

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