



enterprise newsletter center

**Successful corporate communication
taken to the next level**

holistic enterprise newsletter center (henc)



holistic-net

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& Kommunikationssysteme mbH

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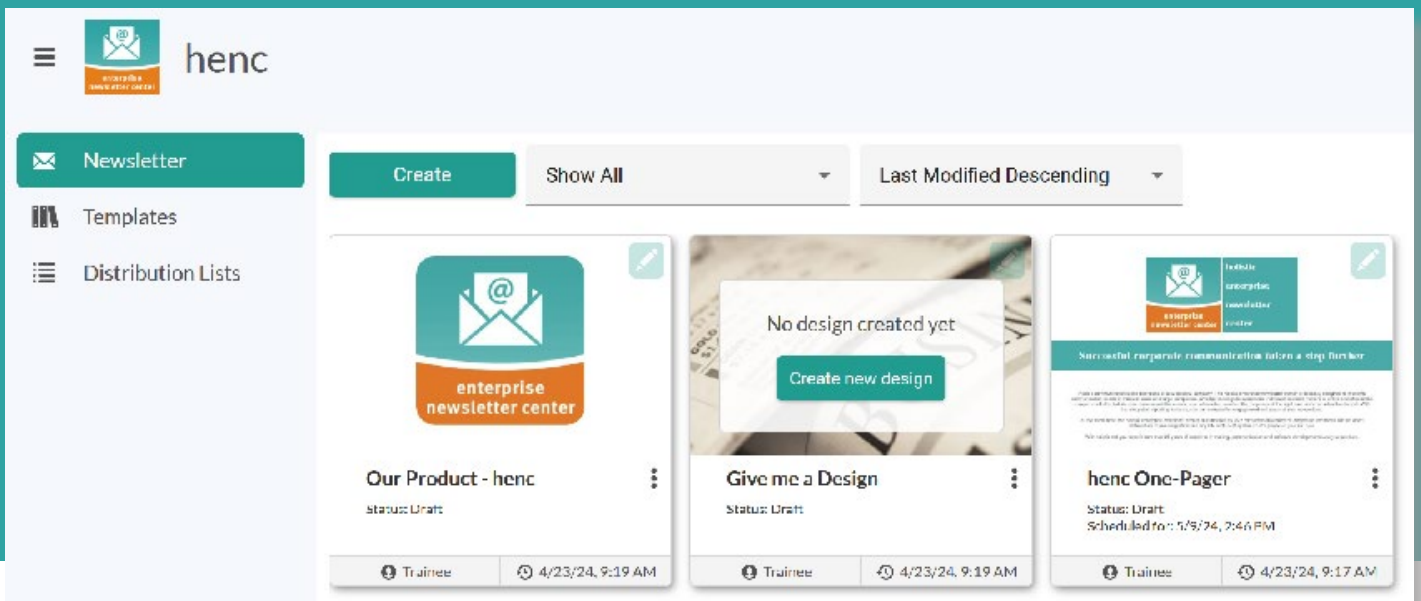
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Effective and easy-to-use corporate communication with henc

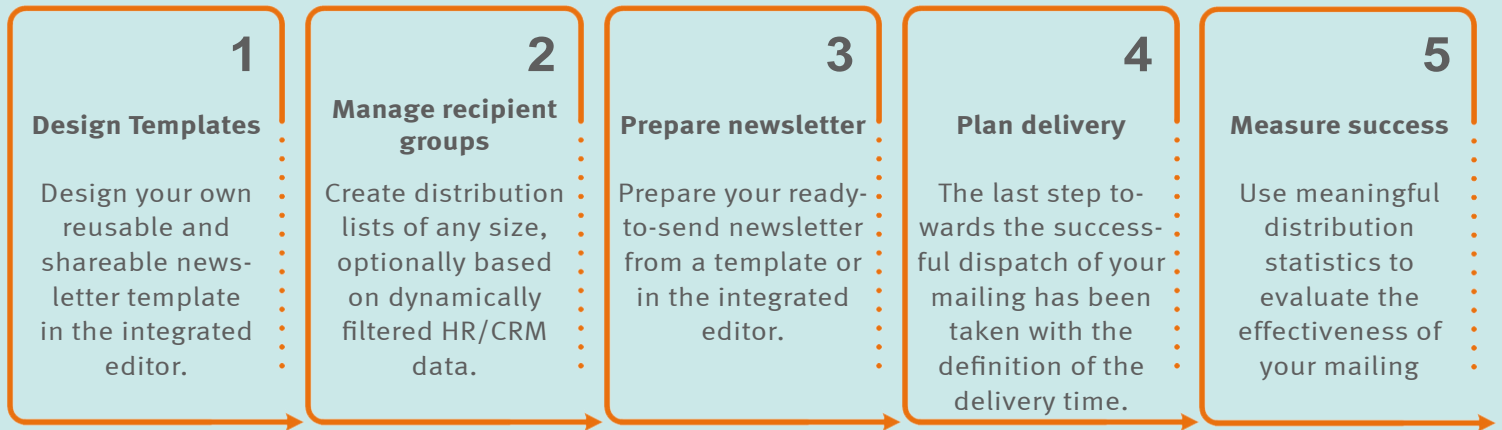
- Design and send your newsletters in simple steps.
- Manage any number of extensive recipient groups.
- Let your newsletters create engagement with their information content and design.
- Experience the design variety of appealing newsletters.



Improve your employee relations through effective and appealing internal company communication with henc. Partners and customers outside your own organization can be reached equally effectively through henc.



It only takes a few steps to successfully send a mailing.



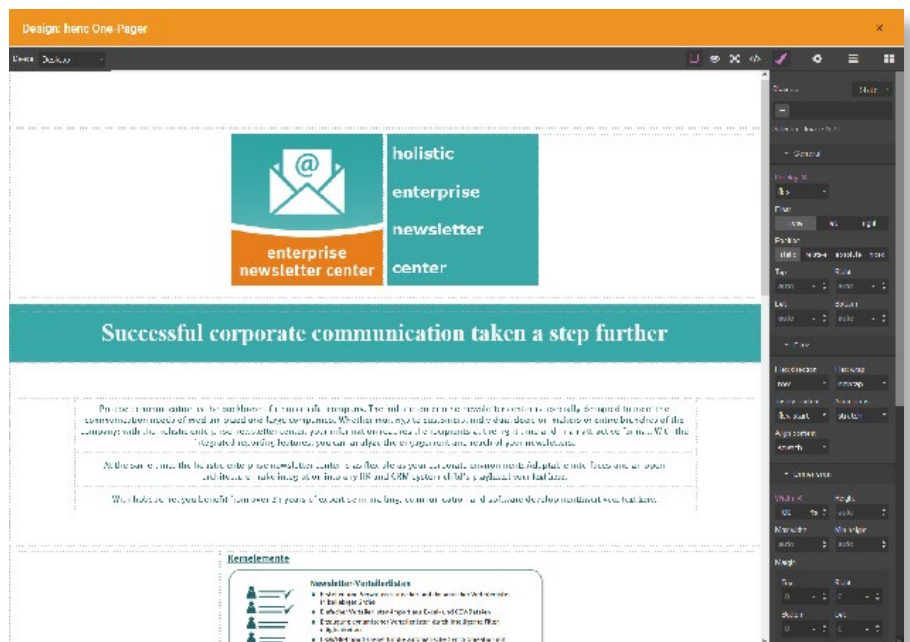
Corporate communication

Precise communication is the backbone of a successful company. The holistic enterprise newsletter center is specially designed to meet the communication needs of medium-sized and large companies. Whether mailings to customers, individual decision-makers or entire branches of the company. With the holistic enterprise newsletter center, your information reaches recipients at the right time and in an attractive format.

The focus is on secure internal corporate communication. No mail sent by henc leaves the company if this is not wanted.

The integrated reporting features allow you to analyze the engagement and reach of your newsletters. The holistic enterprise newsletter center is as flexible as your corporate environment.

Thanks to customizable interfaces and an open architecture, connecting to any HR and CRM systems is child's play.





There are many newsletter mailing tools, but ...

... henc and holistic-net make the difference.

Out-of-the-box is not our claim. We tailor your newsletter mailing far beyond the standard. Our team is ready to adapt henc to the needs of medium-sized and large companies. Together with our customers, we evaluate and integrate valuable functional and design-oriented enhancements.

henc adapts to your processes. Try it out and tell us what you need.

With holistic-net, you benefit from over 25 years of expertise in mailing, communication and software development.

The screenshot displays the henc web application interface. On the left, there is a navigation menu with options like 'Dashboard', 'Templates', 'Enterprise List', 'Integration', and 'Webhooks'. The main area shows a list of recipient groups with the following recipient counts: 3, 85, 474, 1822, and 86. A 'Manage filter' dialog box is open, showing a filter configuration: 'And +', 'Division (Text) Equals Corporate Services', and 'Company (Text) Equals GlobalTech Solutions Ltd.'. Below the filter configuration is an 'APPLY' button and a message: 'Number of recipients yielded by this filter (86)'.

henc is a modern web application and is divided into backend (.NET 6), frontend (Angular, DevExtreme) and services. The backend contains the henc API as well as the newsletter dispatch service, the GDPR service, the recipient upload service and the recipient data import service.



Core functionalities in the holistic enterprise newsletter center



Newsletter distribution lists

- Create and manage static and dynamic distribution lists of any size
- Simple import of distribution lists from Excel and CSV files
- Creation of dynamic distribution lists using intelligent filter options
- CRM/HR import service for automatic synchronization with external systems

Newsletter and templates

- Creation of responsive newsletter designs with drag-and-drop
- Compatibility with Outlook, Gmail and other email clients
- Extensive library of ready-made design elements
- Flexible customization of elements in corporate design
- Clear management of large volumes of newsletters
- Newsletter templates for reuse



Planning and dispatch

- Planning and time-controlled dispatch of newsletters
- Dynamic calculation of distribution lists at the time of dispatch
- Compatibility with standard SMTP-capable mail servers such as Exchange, HCL Domino, Postfix, Sendmail and others
- Intelligent dispatch algorithm to protect your e-mail infrastructure

Analytics, statistics, reporting

- Provision of meaningful shipping statistics
- Compatibility with UTM parameter tracking for analytics tools such as Google Analytics, Adobe
- Analytics, Matomo and others



Administration and compliance

- Available as a white label solution including configurable CI
- Flexible role-based rights management
- Single sign-on via Windows Authentication/Active Directory
- Full GDPR compliance (including automatic and manual deletion of personal data)
- Auditing of all processes in the system