



ZixEnableSM

Application-Generated Email Encryption

Customer Snapshot

Large health plan (LHP) delivers explanation of benefits (EoB) securely with ZixEnable.

- LHP member opts in
- LHP sets application to generate EoB emails
- Each EoB email is encrypted and placed in LHP's branded portal
- A notification email is sent to the covered member's email address
- The member opens the notification and clicks the "Open Message" button to view the EoB

For the nation's most influential institutions, *ZixCorp*[®] Email Encryption Services are an important tool in the protection of sensitive data. Leading healthcare, financial, government and insurance organizations have turned to ZixCorp to help them meet regulatory requirements and to protect customer privacy in their email communications. Now those organizations are leveraging email encryption as a strategic communication platform through ZixEnable.

ZixEnable offers businesses secure delivery of large-scale email communication containing personal private information. ZixEnable can be used to distribute personalized marketing campaigns, financial and health statements or other sensitive communication that businesses want sent in a timely and secure manner.

By using ZixEnable, businesses can experience:

- Improved customer loyalty by enabling highly personalized email communications while protecting sensitive customer information
- Increased cost savings and efficiencies by delivering sensitive information via email rather than paper mail
- Reduced risk of violating privacy regulations, like HIPAA and GLBA, when delivering customer statements in email communications

How it Works

ZixEnable can be deployed as a physical or virtual appliance that is hosted on-site or at ZixCorp. ZixEnable can co-exist with other email encryption solutions, or it can be part of a complete ZixCorp email encryption solution that manages all of your email encryption needs.

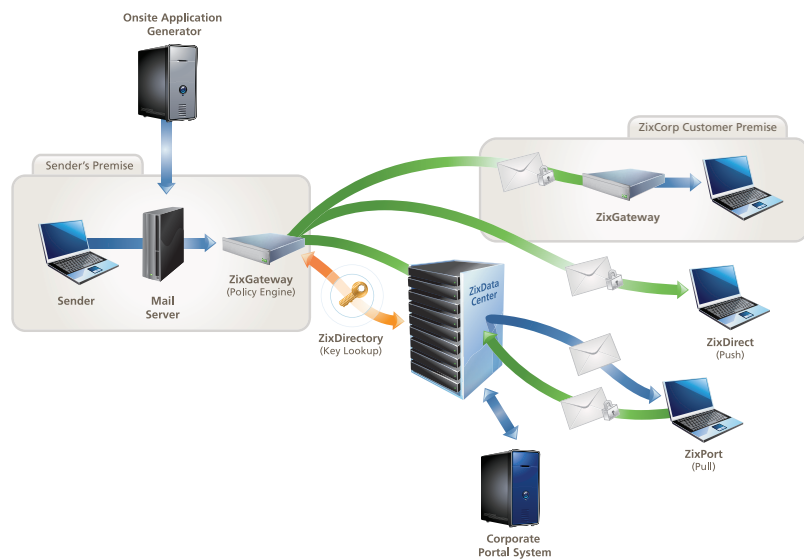
Regardless of how ZixEnable is deployed, your application-generated email communication is automatically encrypted.

About Zix Corporation

Zix Corporation (ZixCorp) provides the only email encryption services designed with your most important relationships in mind. The most influential companies and government organizations use the proven *ZixCorp*® Email Encryption Services, including WellPoint, the SEC and more than 1,200 hospitals and 1,600 financial institutions. ZixCorp Email Encryption Services are powered by *ZixDirectory*®, the largest email encryption community in the world. The tens of millions of *ZixDirectory* members can feel secure knowing their most important relationships are protected.

For more information about ZixEnable, call toll free [866-257-4949](tel:866-257-4949), email sales@zixcorp.com or visit www.zixcorp.com.

Recipients who use *ZixGateway*®, a policy-based email encryption appliance, receive communications transparently in their inbox, requiring no extra steps or passwords to access the encrypted email. Recipients without *ZixGateway* receive encrypted email through *ZixPort*®, a secure Web portal branded for your organization. When your secure email is delivered to *ZixPort*, your customers receive a notification message in their inbox. With a simple click of a button, they can safely read the message from their desktop browser or mobile device.



Report Capabilities

ZixEnable customers receive detailed summary reports on your application-generated email communication. Reports can be generated daily or weekly and include information such as what email was sent, who they were sent to and whether the email was read and when. In addition, a monthly summary report provides an overview of the effectiveness of your customer communication.

Mobility Support

A feature of *ZixPort* delivery, *ZixMobility*™ offers encrypted email anytime, anywhere and on any internet-enabled mobile device. *ZixMobility* enables simple, convenient secure email with optimized layouts, fully functional navigation and maximum user convenience with no cumbersome steps.

ZixMobility functions across all major mobile platforms, including *Android*™, *BlackBerry*® and *iPhone*®. There is no software to install and nothing to configure. Designed to maximize mobile device capabilities and withstand mobile upgrades, *ZixMobility* offers comprehensive support without any user maintenance.

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