



 **+357 25 822 100**  
info@simplex.com.cy

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**Simplex to supply hosted newsletter solution to Europe Direct**  
**Monday, 25-January-10**

Back in October of 2009, Simplex won the public tender for the web design, development and hosting of the website of the Europe Direct office in Paphos, Cyprus. In December 2009, following the design and development of the website and training given from Simplex to staff of Pafos Municipality and Europe Direct the site has been taken live at <http://www.pafoseuropedirect.eu>. This has been a successful project in terms of all aspects and the professionalism demonstrated by Simplex has been adequately appreciated by Pafos Municipality and Europe Direct. As a result, in January 2010, Simplex has been selected to develop and host a newsletter creation, management and mailing system which will allow Europe Direct to easily communicate with citizens and inform them of activities and opportunities available in Europe and/or through the European Union.

The newsletter solution will be based on Simplex's newsletter solution which has been successfully deployed for many other clients and will be further customized to the specific needs of Europe Direct.

The system will consist of two components, the one used to create the newsletters and the one for sending the newsletters to various mailing lists maintained. Different newsletter templates that can be maintained will facilitate a different look for different subject areas, recipient groups, etc.

It will be possible to send newsletters to one, more or all mailing lists while an intelligent mechanism will automatically handle things such as duplicate contacts, overlap of contacts between different mailing lists, etc. to ensure each recipient receives each newsletter no more than once. An advanced scheduler will allow scheduling a newsletter to be sent any time while a tracking mechanism will allow monitoring of bounces and successful deliveries. Finally, there will be facilities allowing people to subscribe to the newsletter online as well as to unsubscribe, change preferences or recommend the newsletter to friends.

As mentioned the solution will be a hosted solution. The web hosting package used for the needs of the Paphos (Cyprus) Europe Direct Office website will be upgraded to a Linux Virtual Private Server (VPS) which will be able to cope with the needs of both the website, email and the newsletter system of Europe Direct as well as other potential future systems that Europe Direct might wish to deploy.

### **About Europe Direct**

[Europe Direct](#) is an initiative of the European Commission to bring European citizens in touch with the European Union (EU) and Europe in general. In particular, the role of Europe Direct offices across Europe is:

- To provide general information about EU matters in any of the official EU languages
- Answer questions on any European Union policy
- To provide practical information on dozens of subjects: for example, how to get your qualifications recognised or how to complain about unsafe products
- To supply the contact details of relevant organisations people may need to deal with
- Advice on how to overcome practical problems with exercising rights in Europe.

### **About Simplex**

Simplex is a Cyprus-based company operating in the area of ICT (Information and Communication Technologies). Simplex drives innovation by offering solutions and services out of the ordinary in the areas of ICT Consulting, Web & Internet Services, Data Centre Services and Advanced Infrastructure, making it a single point of contact for all the ICT needs of an enterprise. Simplex has established partnerships with world leaders in all areas that it operates and in addition, operates its own state-of-art Data Centre. Thus, Simplex has become the global IT partner for organizations across the 5 continents, coming from various industries/markets.





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• Phone &nbsp; 📞 [+357 25 822 100](tel:+35725822100)

Email &nbsp; ✉️ [info@simplex.com.cy](mailto:info@simplex.com.cy)

Fax &nbsp; 📠 [+357 25 878 224](tel:+35725878224)





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