

## How Reliable Are My Emails?

Because email has become much more reliable than it used to be, people assume that it is 100%. It is not. In fact, Ferris Research has documented that at least 3% of all non-bulk, business-to-business Internet email goes undelivered to its intended recipient. However much we'd like to change this fact, it is today's reality.

Despite all the advances in email, due to the very architecture of the internet, the numerous filters, and even human error, email cannot be considered 100% reliable, verifiable, traceable, or guaranteed, from one person's outbox to another's inbox.

Unfortunately, Profit Gate spends a disproportionate amount of time troubleshooting email issues that turn out to be unsolvable by us since they're completely out of our control, and sometimes not even reproducible. However, because we manage the sender's or recipient's email system,

Profit Gate becomes "de-facto" responsible for the end-to-end delivery of all messages to every recipient's inbox, regardless of the cause. You can imagine the amount of resources this consumes.

Profit Gate follows every email "best practice" to maintain a reliable flow of messages. However until the email system itself is upgraded, and until all spam filters become 100% accurate, and until all bugs in email software are fixed, and until people no longer mistype email addresses or accidentally delete incoming messages, public internet email will never be 100% reliable.

We strongly recommend that you take these facts into account and act accordingly while conducting any time/money-critical business by email through the public internet. If you send an email to someone, and expect a reply but don't receive one, it's always a good idea to follow up with that person using another method such as a letter, phone call, or instant message.



INSIDE THE GATE...

**Our Staff Would Like  
You And Your Family**

**To Wish**

**A Very Merry Christmas!**

**Our Office Will  
be Closed For The  
Christmas Holiday  
Dec 18 to Jan 03**

**Emails & Phones will be answered**

**8-6:30 Mon-Thu**

## PRESIDENT'S CORNER

Most of you rely on computers to help you run your business these days. But many people don't have the time or expertise to properly setup or manage these highly complex machines. And since Profit Gate has always specialized in Web Site Development only, for over ten years we offered no help in this separate but related area. Now, we are happy to announce our **NEW Computer Maintenance Service.**

See the enclosed flier for more details.

