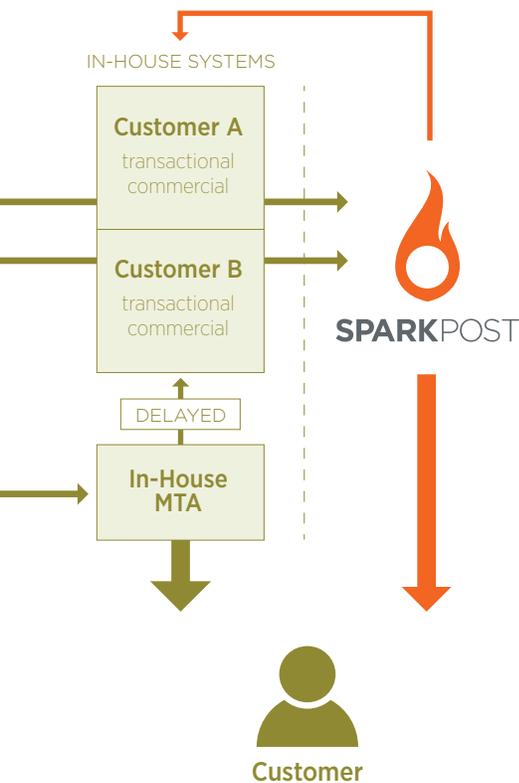# SPARKPOST

The Hybrid Cloud Advantage

Building, optimizing, and maintaining an in-house email platform and sending infrastructure can be costly, and difficult to scale. SparkPost alleviates the need for capital expenditures and technical personnel to manage and grow your company's email systems. SparkPost's API-driven platform is easily integrated with existing systems and delivers lightning-fast performance, the industry's only guaranteed burst rate, and best-in-class deliverability. Let our cloud support your disaster recovery plan to replace secondary systems on hot-standby. Or, rely on SparkPost to prioritize delivery of high-value or time-sensitive email. Whatever the need, our API-driven infrastructure can be integrated to an existing email platform as a high-performing, cost-effective alternative to growing your server farm.
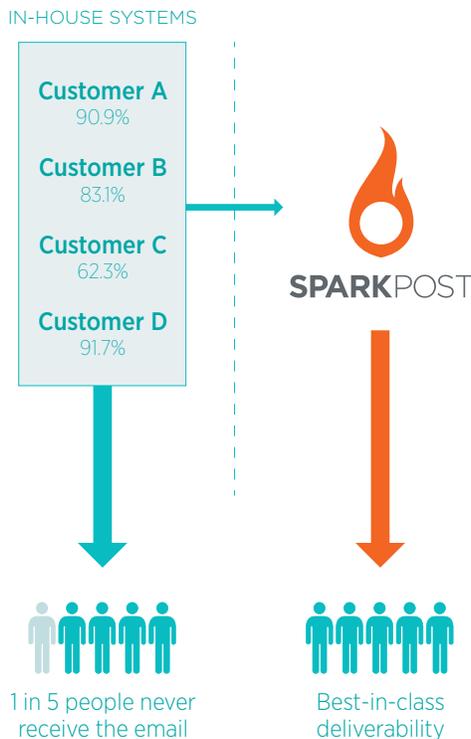
Diversify Mail Streams

Prioritize critical mail streams by separating them to a dedicated system. Prevent roadblocks and deliver time-sensitive mail through SparkPost.

IN-HOUSE SYSTEMS

Customer A
transactional
commercial

Customer B
transactional
commercial

DELAYED

In-House MTA

SPARKPOST

Customer

Maximize Deliverability

According to Return Path, 1 in 5 emails go missing. Rely on the platform that sends over 37% of the world's legitimate email with 97.8% inbox deliverability.

IN-HOUSE SYSTEMS

Customer A
90.9%

Customer B
83.1%

Customer C
62.3%

Customer D
91.7%

SPARKPOST

1 in 5 people never receive the email

Best-in-class deliverability

Disaster Recovery

SparkPost's distributed architecture can be accessed via API or SMTP. In the event of a disaster, it can serve as a hot standby or failover to ensure business continuity.

SparkPost Hot Standby in the Cloud

Brand 1

Brand 1

Mail Gen

Brand 3

MTA

AOL
Yahoo!
Gmail
Outlook.com

SPARKPOST

SparkPost is the world's #1 email sender, trusted by customers like Microsoft, Atlassian, Zillow, LinkedIn, and Oracle to dramatically increase email performance. We send more than 37% of the world's B2C email, more than 5 trillion messages a year. SparkPost's unmatched data footprint and signals help leading enterprises break through the email noise to drive top-line results.