



SparkPost for Service Providers

MEETING SERVICE PROVIDERS' DEMANDING EMAIL DELIVERY NEEDS

Service providers are the backbone of today's cloud economy. That's why we developed **SparkPost for Service Providers** to meet the strategic and operational needs of these modern businesses.

SparkPost for Service Providers is a comprehensive service offering that includes burst capacity and uptime guarantees; a dedicated Technical Account Manager; full-service deliverability and ISP relationship management; and key features such as subaccounts, provisioning automation, and compliance tools.

START INVESTING IN GROWTH, NOT INFRASTRUCTURE

Email is integral to the value service providers deliver. It's what drives customer engagement and growth, and it's key to functional capabilities like notifications and workflow.

But retaining internal responsibility for email infrastructure and delivery offers little strategic advantage. Instead, operating end-to-end email delivery remains a resource-intensive function, with demanding human and infrastructural costs.

In fact, independent research shows sending email from on-premises infrastructure costs service providers 25% more than cloud email delivery. In absolute terms, **cloud email delivery will save a service provider \$100,000 annually for every 1 billion messages sent.**

Consider the technical and business burdens of maintaining in-house email infrastructure:

- The costs and depreciation of email infrastructure are significant, and a drag on business flexibility and the bottom line.
- Email generation and delivery is expensive to scale and requires constant monitoring and maintenance by dedicated staff.
- Inbox placement is crucial, but deliverability professionals are scarce, expensive, and hard to hire.
- Scaling on-premises hardware for seasonal and other regular peak delivery is expensive and requires wasted, idle capacity.
- Internal email infrastructure deployment is slow and cannot scale on demand to meet unanticipated bursts in volume or to provide for rapid growth.
- Provisioning new email infrastructure slows the onboarding of new customers and delays time to revenue.
- Maintaining email infrastructure is a distraction from core competencies and strategic differentiators.

Costs like these make clear why the fastest-growing service providers have turned instead to SparkPost's cloud solution for service providers. We developed SparkPost for Service Providers to help service providers invest in growth and competitive differentiation, not infrastructure.

“SparkPost really helps us stay on top of the health of our sending infrastructure. The proactive support we get from the team and their around-the-clock availability are second to none.”

PENNY-MERELLE GRAY
DELIVERY CUSTOMER SUPPORT,
INTERCOM

SPARKPOST DELIVERS MORE FOR SERVICE PROVIDERS

These challenges are why we built SparkPost for Service Providers, a solution specifically designed to meet the demanding requirements of this market. Leading service providers already are achieving growth and strategic benefit from the cloud and SparkPost's email delivery service.

Consider the advantages SparkPost for Service Providers offers over less-capable alternatives:

- **Unmatched reliability and scalability backed by our Enterprise SLA.** Uptime and peak capacity are mission critical for service providers. The scalable infrastructure of SparkPost for Service Providers is unmatched by any other technology, on-premises or in the cloud. With SparkPost as a partner, service providers can rely on the industry's best service-level guarantees, backed by SLAs with teeth.
- **Proactive support with a dedicated Technical Account Manager (TAM).** No one understands the value of dedicated, full-service support better than service providers themselves. Only SparkPost for Service Providers gives a named and dedicated Technical Account Manager (TAM) to facilitate onboarding, configuration, and ongoing service management.
- **Proven inbox performance and full-service deliverability.** Service providers understand how complex and time-consuming mediating global ISP relationships can be. Whether providing turn-key deliverability management or consultation to in-house staff, SparkPost's deeply experienced professionals—and the automation of our Adaptive Email Network—are key assets for service providers' inbox performance.
- **Faster provisioning with fewer risks.** For service providers, efficient onboarding, provisioning, and compliance intervention are key to customer satisfaction, faster time to revenue, and reduced operational risk. SparkPost's automation features, subaccounts capabilities, and compliance tools make it easy to deliver a great customer experience with less manual overhead—while protecting a provider's sending reputation.

SPARKPOST IS THE MOST TRUSTED NAME IN EMAIL DELIVERY

Service providers know and trust SparkPost—and our decade of experience building the world's best-performing email infrastructure. Our Momentum MTA already underpins the operations of the world's highest volume email senders and ESPs. Now, SparkPost for Service Providers delivers that unmatched performance with the operational flexibility, strategic advantage, and bottom-line benefits of the cloud.

But more than technology, our business is aligned with that of service providers. Email delivery is what we do—period. Supporting service providers' growth is the bedrock of our business, and SparkPost for Service Providers allows them to invest in the unique value they provide to customers.

These aren't just empty promises. Research shows **service providers and their customers together realize \$3 million in upside annually for every billion messages moved to the cloud.** Make the switch to SparkPost today.

Get Started Today! Call **877-887-3031** or email sales@sparkpost.com. Follow us on Twitter [@SparkPost](https://twitter.com/SparkPost), or visit us online at sparkpost.com.

About SparkPost

SparkPost is the world's #1 email sender, trusted by customers like Marketo, Iterable, Cordial, Oracle, SAS, and Intercom 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 Martech companies break through the email noise to drive top-line results.

