



E-MAIL

E-Mail Automation

**Whil Hentzen
Hentzenwerke Corp.**

Visual FoxPro Konferenz 2001

Who Am I?

- ◆ Hentzenwerke Corp. (17 yrs)
- ◆ Editor, FoxTalk
- ◆ Author (6 books)
- ◆ Publisher, The Essentials for Visual FoxPro
- ◆ Ask me about my kids

Introduction

- ◆ **Why e-mail?**
 - Sales, part of app, error handling
- ◆ **What do you need?**
 - Client, server(s), ISP
- ◆ **How do you send e-mail?**
 - Bulk, speed vs. accuracy, rules

Outline

- ◆ Acronym-o-phobia
- ◆ Automating Outlook
- ◆ Using ActiveX Controls
- ◆ Using Third Party Software
- ◆ Using wwIPStuff
- ◆ Business issues

Acronym-o-phobia

- ◆ SMTP
- ◆ POP
- ◆ MAPI
- ◆ MIME

Automating Outlook

- ◆ **How To...**
 - Setting up the objects**
 - Sending email**
 - Tracking your results**

Automating Outlook

Advantages

- ◆ Powerful object model
- ◆ No additional investment needed
- ◆ Automatically keeps copy of what's sent

Automating Outlook

Disadvantages

- ◆ Requires Outlook
- ◆ Slow, awkward to configure
- ◆ ILOVEYOU patch prevents automated access to address book

Using MAPI or CDO

- ◆ MAPI is Microsoft's proprietary interface to Outlook/Exchange
- ◆ CDO is simple front end to MAPI – can be invoked in VB Script or any COM-compatible language

Using ActiveX Controls

- ◆ Mabry
- ◆ Host of others...

Third Party Applications

- ◆ Gammadyne Mailer

Using wwIPStuff

How To...

- ◆ `o=CreateObject("wwIPStuff")`
- ◆ Set properties: to, from, body
- ◆ `o.SendMail()`
- ◆ `o.SendMailAsync()`

Using wwIPStuff

Advantages

- ◆ Works with any SMTP Server
- ◆ Does not require client software
- ◆ Inexpensive (\$99 shareware)

Using wwIPStuff

Disadvantages

- ◆ You must record what's sent, to whom, when
- ◆ You have to handle and log errors

Business Issues

- ◆ **Purpose: Bulk or Targeted?**
- ◆ **Data design to handle both**
- ◆ **Opt-in vs. opt-out**
- ◆ **Rules and regulations**

Technical Issues

- ◆ Ensuring valid addresses
- ◆ Handling removes
- ◆ Handling bounces
- ◆ Configuring your email server and client

Summary

- ◆ **Protocols over TCP/IP send and receive text and binary messages**
- ◆ **Automation too slow and restrictive for large scale operations**
- ◆ **ActiveX vs Third Party vs wwIPStuff**

Thank-You-Good-Night!

**Please remember to fill out your
evaluation.**