GFI AppManager Advantage:
To Sell Eloquens AI to GFI KerioConnect Users

A Guide for GFI AppManager Users, Admins and MSPs

Introduction

As a GFI AppManager administrator, user, or MSP partner, you're uniquely positioned to identify high-value Eloquens AI opportunities among your GFI KerioConnect users. This guide shows you how to leverage the data you already have access to through GFI AppManager to identify, target, and convert GFI KerioConnect users into Eloquens AI customers.

Why This Matters

Your GFI KerioConnect customers are spending hours each day managing email—time that could be spent on higher-value activities. With Eloquens AI, you can offer them a solution that automates responses, routes messages intelligently, and maintains a consistent brand voice while reducing workload, thus addressing many users and organizational pain points.

Eloquens AI Capabilities

Eloquens AI is an email workflow automation solution designed to leverage artificial intelligence to help businesses manage their email communications more efficiently. It automates email responses, routine tasks, and streamlines email workflows.

Core Functionality

→ **AI-Powered Email Responses:** Generates intelligent, context-aware replies that match your communication style and previous interactions

→ **Human-in-the-Loop Controls:** with human oversight options, you can choose between having AI drafts reviewed before sending or enabling full automation

→   **Customized Workflows:** Defines routing rules, response styles, and escalation paths.

→   **Knowledge-Based Responses:** Utilizes web knowledge (import entire websites), link to Gdrive or/and OneDrive and uploaded documents to ensure accurate, contextually appropriate replies.

→   **Multilingual Support:** Communicates in over 160 languages with accurate translations, making it ideal for global transactions and perfectly ideal for GFI KerioConnect which supports Chinese, Croatian, Czech, Dutch, English (US and UK), French, German, Hungarian, Italian, Japanese, Polish, Portuguese, Russian, Slovak, Spanish, and Swedish.

Key Benefits for Email Users

🕐 **Time Savings**

Reduces email response time by up to 70%.

😊 **Workload Reduction**

Automates routine responses, freeing staff for higher-value tasks.

💬 **Consistent Communications**

Maintains brand voice across all customer interactions.

✨ **Improved Response Quality**

Ensures factually accurate, contextual responses.

Add email persona ⓘ

Specify the email alias for your workflows.

Setup   Tutorial

An email persona lets you manage specific workflows using dedicated email addresses. You can connect any Google, Microsoft or KerioConnect account - it doesn't have to be the one you used to sign up for Eloquens.

Name

Ella Quinn

Role

Eloquens Support Agent

Email account ⓘ

M Connect Gmail

Connect Outlook

Connect GFI KerioConnect

This app accesses your Gmail, Outlook or Kerio Connect

Cancel   Create persona

Seamless Compatibility with GFI KerioConnect

Eloquens AI is fully compatible with GFI KerioConnect email environments. The integration allows GFI KerioConnect users to implement advanced email automation while maintaining their existing email infrastructure.

Technical Details

→   **Email Provider Support:** Full support for GFI KerioConnect alongside Gmail and Microsoft 365.

→   **Authentication:** Secure OAuth implementation for account access.

→   **Deployment Model:** Cloud-based with web interface.

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How does it work?
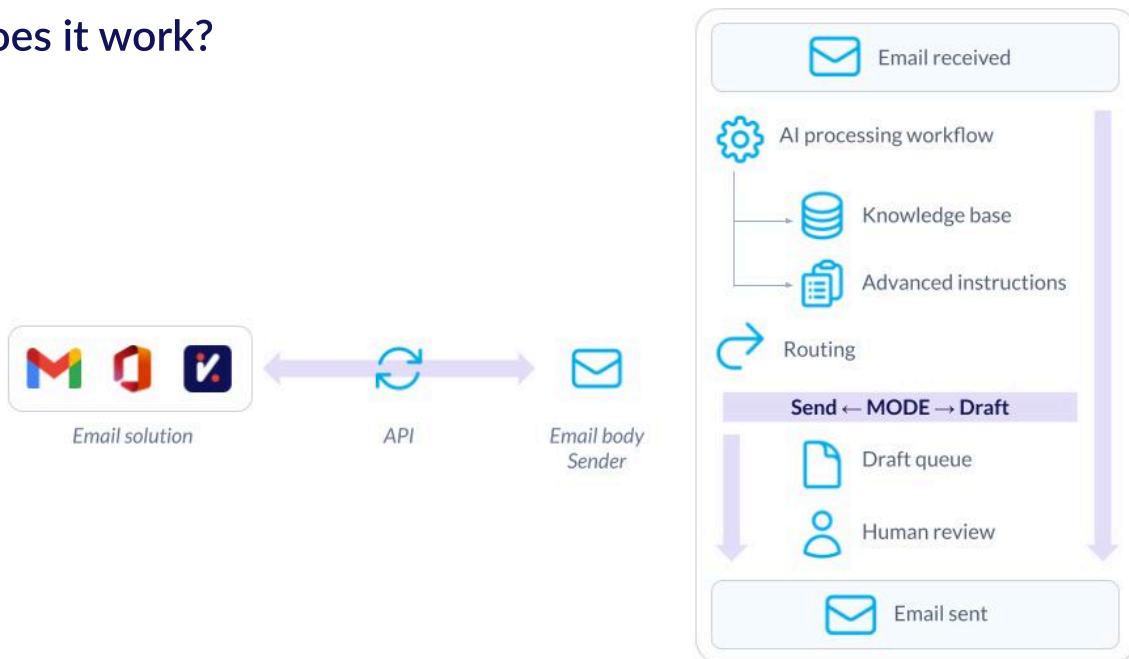
Implementation Simplicity

The integration between GFI KerioConnect and Eloquens AI requires minimal configuration. Most implementations can be completed in minutes, with immediate benefits visible to clients within hours of deployment.

Build Your Business Case for Customer

While every GFI KerioConnect user has unique email patterns, volumes, and content needs, GFI AppManager provides valuable insights that help identify ideal Eloquens AI candidates. By analyzing GFI AppManager dashboard metrics like active mailboxes, message volume, and queue data, you can pinpoint high-volume email users who would benefit most from Eloquens AI.

GFI AppManager provides powerful insights that help identify which GFI KerioConnect users would benefit most from Eloquens AI . Follow these steps to gather the data needed for targeted sales conversations.

Accessing User and Domain Information
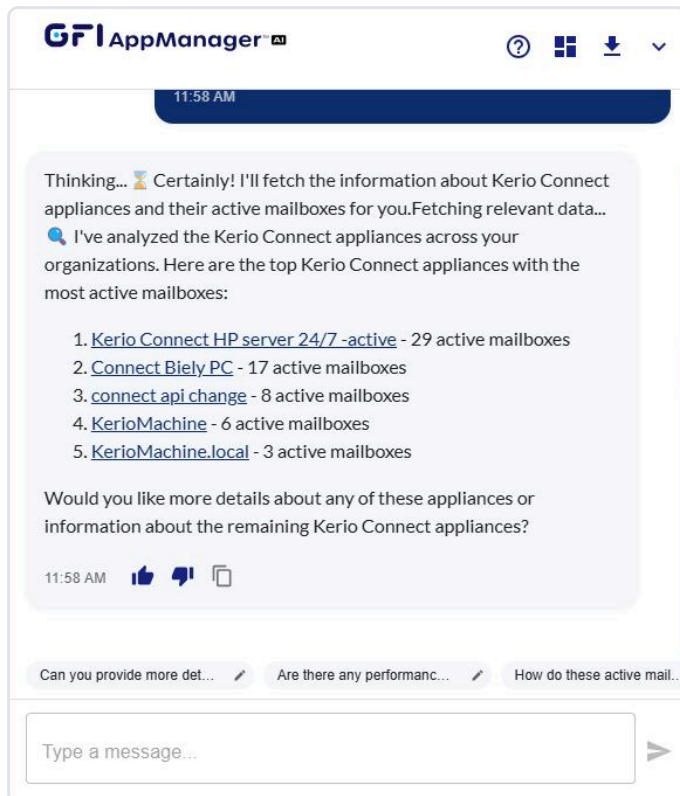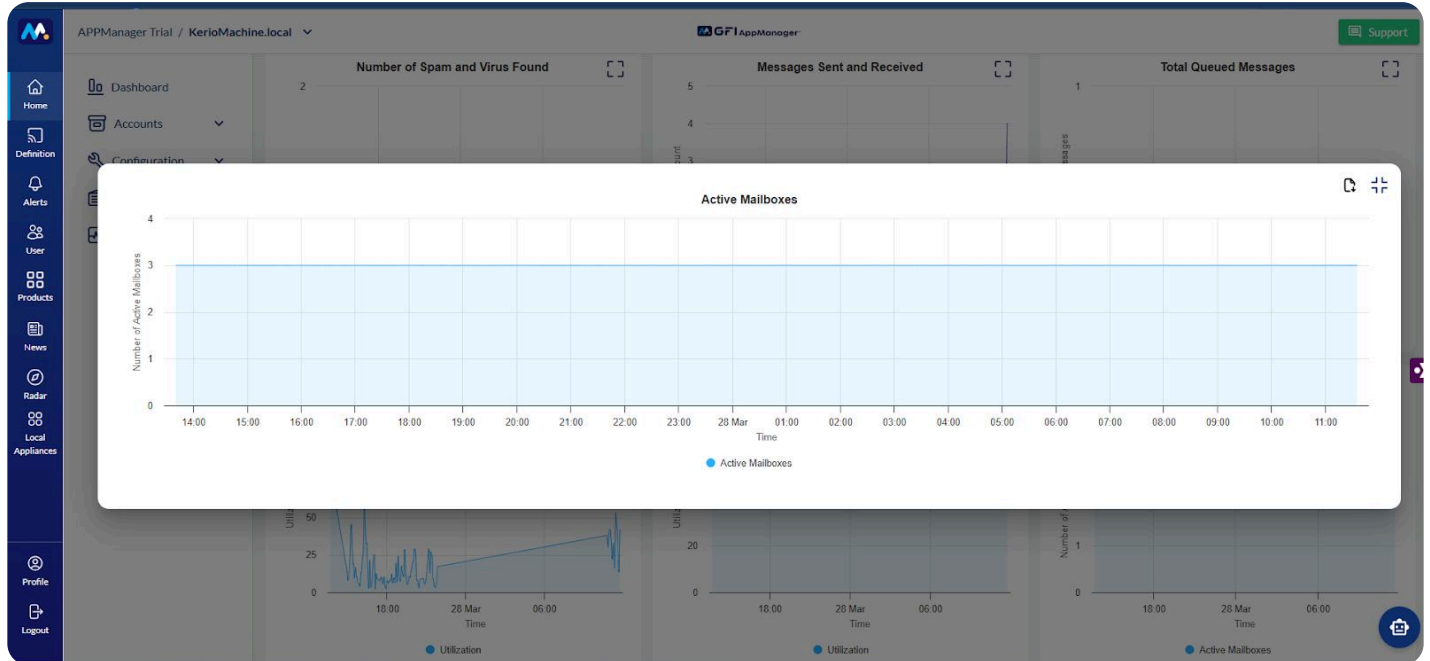
1. Log in to your GFI AppManager account.

2. Navigate to the **GFI KerioConnect** appliance and take a look at its dashboard

3. On the dashboard you can view detailed information, including:

   - Total number of Active Mailboxes

   - Message sent and received

   - Total Queued Messages, etc.

4. Important data for determining Email heavy usage and potential Eloquens AI target.

5. **GFI AppManager AI:** Easy way to find relevant email heavy users and active boxes, ask GFI AppManager AI.

Per Appliance Email Flow Reports

1. From the GFI KerioConnect Dashboard, select Status

2. Choose Statistics from the Status dropdown

3. Several Statistics can be found here including

   - Messages received by server

   - Messages stored in queue

   - Messages transmitted by server

   - Delivery status notification, etc.

Identifying High-Volume Email Users

Look for these indicators of potential Eloquens AI customers:

1. **Daily Email Volume:** Users processing 30+ emails per day

2. **Response Patterns:** High outbound-to-inbound ratios indicate manual response needs

3. **Service Accounts:** Support@, info@, sales@ addresses typically handle high volumes

4. **Number of Domains:** this can indicate that the organization is big and structured

5. **Number of Active Users:** The more users the likely higher email volume at organizational level

Determining Best-Fit Customers

The ideal candidates for Eloquens AI automation share these characteristics:

1. Handling 100+ emails weekly (visible in GFI AppManager)

2. Managing shared mailboxes, service accounts or department accounts

3. Experiencing email backlogs or delayed response times

4. Having clearly defined response workflows

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Alias Creation & Implementation

Email aliases serve as the foundation for Eloquens AI personas. Creating and managing these aliases through GFI AppManager ensures seamless integration with Eloquens AI.
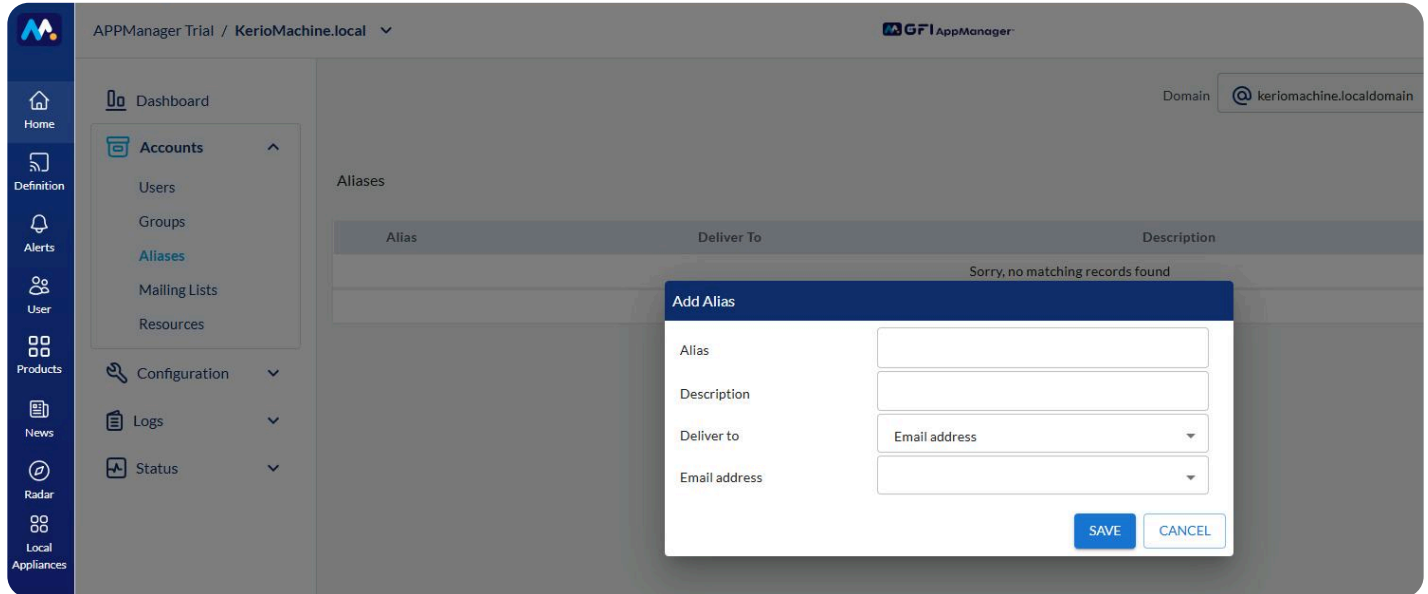
Creating Aliases in GFI AppManager

1. Navigate to **GFI KerioConnect** in GFI AppManager

2. Choose **Aliases**

3. Select the target **Domain**

4. Click **Create New Alias**

5. Complete the required fields

6. Click **Save** to create the alias.

Aliases as Eloquens AI Personas

In Eloquens AI, these aliases become distinct personas with unique:

1. **Response Characteristics:** Each persona can have a custom tone and communication style

2. **Knowledge Bases:** Different personas can access different document sets

3. **Automation Rules:** Varying levels of automation based on the alias's purpose

4. **Routing Logic:** Custom escalation paths for complex inquiries.

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Data-Driven Sales Approach

Leverage concrete data to create compelling business cases for Eloquens AI adoption among your GFI KerioConnect customers.

Email Volume Reality

According to recent webinar polls:

42%   of respondents handle 100-200 emails daily.

27%   spend more than 3 hours per day on email management.

3-4 minutes   The average response time per email.

4 -13 hours   weekly spent just responding to emails.

Presenting Statistics Effectively

When discussing with customers:

1. Start with industry averages from the webinar data

2. Transition to their specific metrics from GFI AppManager

3. Calculate potential time savings (example: "Your team handles approximately 850 emails weekly, requiring about 57 hours of staff time")

4. Quantify the business impact (productivity gain, cost savings, improved response times)
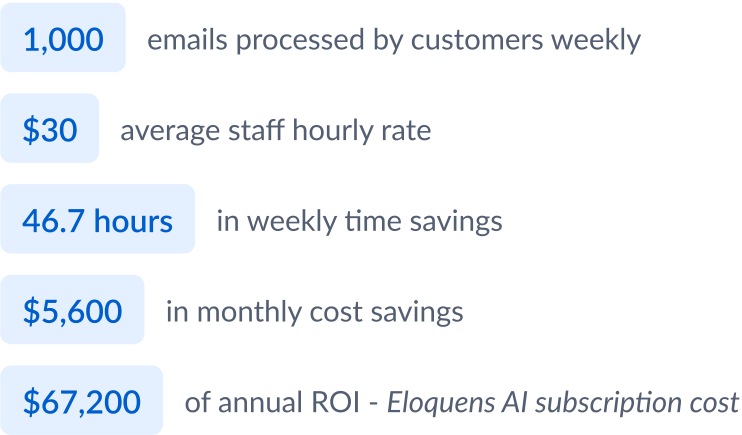
ROI Calculator

Use this formula to create customer-specific ROI projections:

Weekly Time Savings = (Weekly Emails × 4minutes × 0.7) ÷ 60

Monthly Cost Savings = Weekly Time Savings × 4 × Average Hourly Rate

Annual ROI = (Monthly Cost Savings × 12) - Annual Eloquens AI Subscription

For example:

1,000 emails processed by customers weekly

$30 average staff hourly rate

46.7 hours in weekly time savings

$5,600 in monthly cost savings

$67,200 of annual ROI - *Eloquens AI subscription cost*

Present this data in a simple table showing current costs versus projected savings for maximum impact.

Security and Privacy Assurance

Enterprise-Grade Security and Privacy Protection

Eloquens AI and GFI KerioConnect integration is built with security and privacy as core design principles. This section outlines the comprehensive measures in place to ensure your data remains protected throughout the email automation process.

Data Security Architecture

- **End-to-End Encryption:** All data transmission between GFI KerioConnect and Eloquens AI uses TLS 1.2+ encryption, ensuring communications cannot be intercepted.

- **Data-at-Rest Protection:** All stored data is encrypted using AES-256 bit encryption, the industry standard for sensitive information.

- **Secure Authentication:** OAuth 2.0 implementation for account access provides token-based authentication without password storage.

- **Regional Data Storage:** All data is stored in regional data centers (US and EU) to ensure compliance with local data sovereignty requirements.

Privacy Assurance

- **Purpose-Limited Processing:** Data is only processed for the specific purpose of providing the email automation service.

- **No Data Mining:** Unlike consumer AI services, Eloquens AI does not use your data to train its models or improve its service for other customers.

- **Transparent Data Handling:** Clear documentation on which data points are processed and how they are used.

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Compliance Framework

- **GDPR Compliance:** Fully compliant with the General Data Protection Regulation for European users.

- **Regular Security Audits:** Quarterly penetration testing and security assessments by third-party specialists.

- **Dedicated Security Team:** In-house security experts continuously monitoring and improving systems.

Integration Security

The integration between GFI KerioConnect and Eloquens AI follows security best practices:

- **Minimal Permission Model:** Eloquens AI requests only the permissions necessary to perform its functions.

- **Secure API Communication:** All API calls use HTTPS with certificate pinning for additional protection.

- **Audit Logging:** Comprehensive logs of all system actions for security monitoring and compliance.

- **Instant Revocation:** Ability to immediately revoke access if suspicious activity is detected.

Dedicated MSP Security Controls

For MSPs managing multiple clients, additional security features are available:

- **Client Isolation:** Complete separation between client environments prevents cross-client data exposure.

- **Granular Permission Controls:** Define precisely which team members can access specific client configurations.

- **Security Reporting:** Generate security compliance reports for client peace of mind.