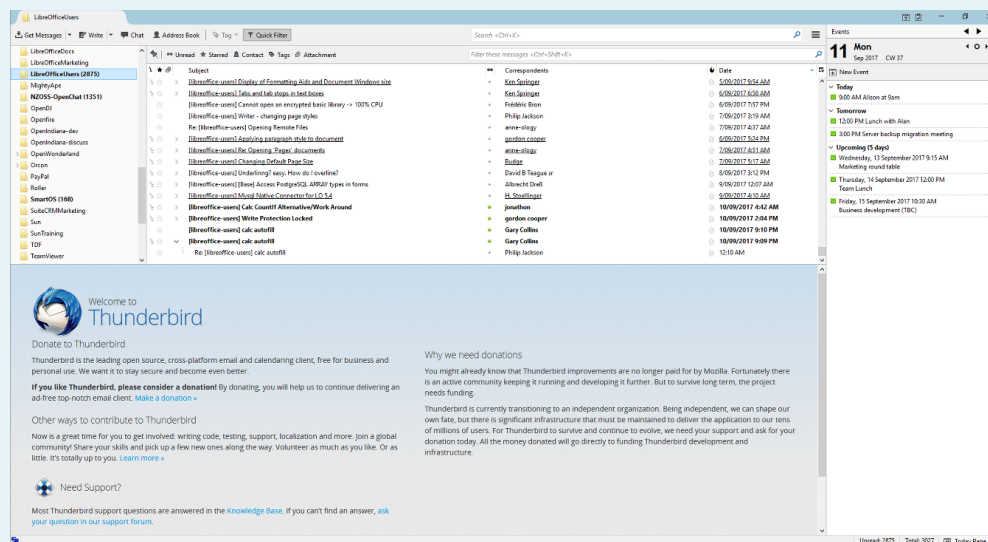


USING THUNDERBIRD FOR BUSINESS EMAIL

AUGUST 2017



The screenshot displays the Thunderbird email client interface. The top bar includes a search bar and navigation icons. The left sidebar shows a folder tree with 'LibreOffice' selected. The main pane displays a list of emails with columns for 'Subject', 'Correspondents', and 'Date'. The bottom section features a 'Welcome to Thunderbird' message with links to 'Donate to Thunderbird', 'Why we need donations', and 'Need Support?'.

Welcome to Thunderbird

Donate to Thunderbird

Thunderbird is the leading open source, cross-platform email and calendaring client, free for business and personal use. We want it to stay secure and become even better.

If you like Thunderbird, please consider a donation! By donating, you will help us to continue delivering an ad-free top-notch email client. [Make a donation](#)

Other ways to contribute to Thunderbird

Now is a great time for you to get involved: writing code, testing, support, localization and more. Join a global community! Share your skills and pick up a few new ones along the way. Volunteer as much as you like. Or as little. It's totally up to you. [Learn more](#)

Need Support?

Most Thunderbird support questions are answered in the [Knowledge Base](#). If you can't find an answer, ask your question in our support forum.

Why we need donations

You might already know that Thunderbird improvements are no longer paid for by Mozilla. Fortunately there is an active community keeping it running and developing it further. But to survive long term, the project needs funding.

Thunderbird is currently transitioning to an independent organization. Being independent, we can shape our own fate, but there is significant infrastructure that must be maintained to deliver the application to our tens of millions of users. For Thunderbird to survive and continue to evolve, we need your support and ask for your donation today. All the money donated will go directly to funding Thunderbird development and infrastructure.

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Introduction

Email is a fundamental part of business communication — and the email software you choose to standardise on can profoundly effect productivity and time savings. In this whitepaper, we'll highlight the compelling advantages of **Thunderbird** — a free and open source email application.

Thunderbird: key benefits

Zero cost

There is no upfront license cost to use Thunderbird.

No license fees or restrictions

You can download and use Thunderbird on as many computers as you like, without restriction.

Contrast this with Microsoft Outlook, which is bundled only with Microsoft Office and comes loaded with highly restrictive licensing terms.

Handles multiple simultaneous email accounts

A key limitation of Gmail is its inability to easily manage multiple email accounts in a central interface. Key staff often have to juggle more than one email account — for example, personal email plus sales enquiries.

In Thunderbird, simply add many email accounts as needed — in any combination from any provider — and manage them effortlessly. Each account is treated independently with its own distinct settings (such as email signatures).

Professional grade, industrial strength

Thunderbird is professional email software, designed from the ground-up with features that help you make the most efficient use of email for business communication. By comparison, consumer software — like Windows Live Mail and Apple Mail — is designed to suit light email workloads only. Using consumer software in a busy commercial environment causes frustration, with features and a user interface set not optimised for business use.

Cross-platform

Thunderbird is supported on all major desktop operating systems, with a complete set of features. This includes Microsoft Windows, Apple macOS, and Ubuntu.

Calendar and to-do list support

Thunderbird features excellent calendaring and task list support—including seamless integration with Google Calendar, FastMail, and other calendaring providers.

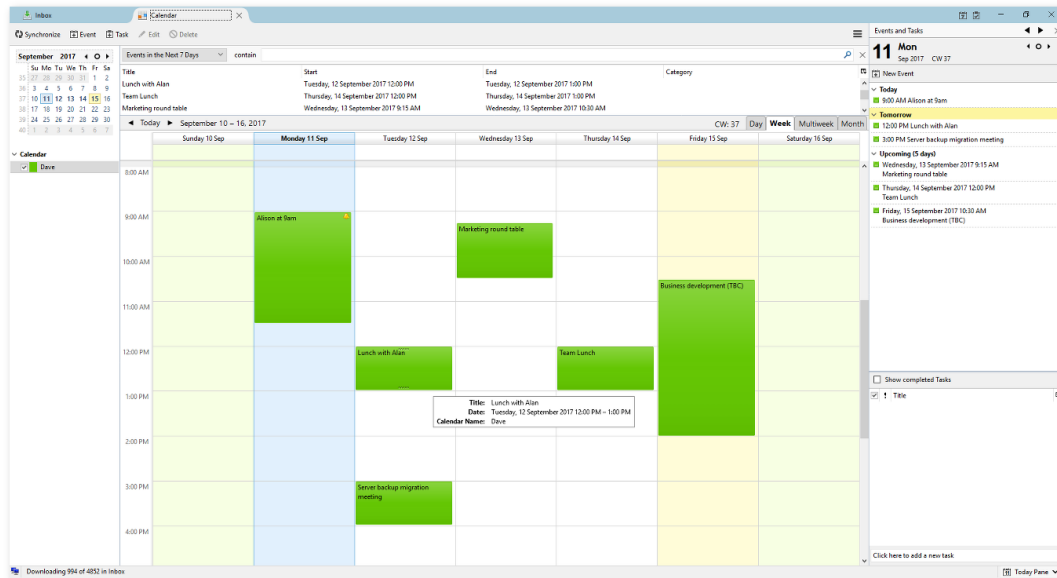


Figure 1 Calendar and task list support in Thunderbird.

Full offline email access

Cloud email providers (such as Google's Gmail) heavily market the benefits of a web browser interface—but they often omit critical concerns. For example, what happens when your internet access is cut off? In this case, no internet simply means no email.

With Thunderbird, an invisible background copy of all email is created on your computer's internal drive. When you experience an internet outage, all of your email folders can still be viewed and managed—an excellent feature for maintaining business continuity.

Thunderbird can be connected to all of the popular cloud email services.

Handles huge amounts of email

Thunderbird is capable of managing tens of thousands of email items and several gigabytes of messaging data across multiple accounts—all without breaking a sweat.

A rich add-on ecosystem

Thunderbird features of hundreds of add-ons that extend its functionality in many useful ways.¹ From enabling quick access to email folders, to mail merges, there's an add-on for every kind of email scenario.

¹ <https://addons.mozilla.org/en-US/thunderbird>

Tabbed messaging

If you've ever tried to manage a large number of messages simultaneously with Microsoft Outlook, you'll know how frustrating it is to deal with multiple open windows — each containing one email item.

Thunderbird opens new messages in tabs, identical to how modern web browsers work. Tabbed messaging helps make the most of limited screen space and keeps window clutter to a minimum. In addition, keyboard shortcuts enable navigation through tabbed messages at lightning fast speed.

RSS feed reader functionality built-in

With RSS support, use Thunderbird to keep up-to-date with news and content from your favourite websites.

Rich theming options

Don't like Thunderbird's default appearance? Choose from thousands of free, high-quality themes to put your own personal spin on your email.

Excellent integration with FastMail

FastMail is a business email vendor. FastMail email accounts feature excellent integration with Thunderbird, and a range of benefits including:

- Large amounts of storage space
- Business-grade spam filtering
- Full calendaring and contacts
- No advertising, and a focus on privacy (unlike Gmail — where your personal data is harvested for advertising)
- Business-grade support
- Beautiful mobile apps for Android and iOS

» For more information on FastMail, see:

www.fastmail.com

Open source, open standards

Thunderbird's support for open source and open standards guarantees interoperability with third-party services, and lowers operational costs.

By comparison, Outlook and Gmail use proprietary technology designed to keep businesses locked into using their products — increasing costs and reducing customer choice.

» For more information on open source technology and vendor lock-in, please visit this link:

www.apertura.co.nz/whitepapers/APOpenSource.pdf

Conclusion

Thunderbird is powerful, flexible business email software. Save time and money with full cross-platform support, smart features, and no license fees. Apertura Designs is pleased to offer Thunderbird support, training, and migration services.

For more information

» Contact:

info@apertura.co.nz