



FOR IMMEDIATE RELEASE

ENow’s Principal Architect Presents at Microsoft’s UK Headquarters

JP Gundotra Discusses Proactive Email Service Management

[Reading, UK – Friday, 7 December, 2007]

JP Gundotra, Principal Architect for ENow Inc, spoke today about proactive email service management at Microsoft’s UK headquarters. Mr Gundotra was in Reading at the invitation of Essential Computing, the event’s coordinator and one of the UK’s leading authorities on managing email risk.

Mr Gundotra’s presentation focused on the roles capacity planning and resilience play in minimizing downtime for Exchange servers.

“We brought sixty of the UK’s top email managers together to learn about new strategies for managing email risk,” says Sara Appleyard, Marketing Director at Essential Computing. “ENow specializes in delivering consulting services and developing software for proactive email management, so Mr Gundotra’s insights were of great value to our attendees.”

“We were very happy that Essential Computing hosted this event, and I was pleased to be invited to speak,” says Mr Gundotra. “With Essential’s expertise and vast experience in the messaging space, they clearly understand the risks associated with managing email. Today’s event showcased some exciting new strategies to mitigate those risks.”

To learn more about managing email risk, please visit www.enowinc.com or www.essential.co.uk.

About ENow Inc

ENow is a Microsoft Gold Certified Partner specializing in high-end Exchange consulting and the development of software to simplify Exchange system management. The company’s flagship product is an innovative utility called Mailscape that provides administrators with a ‘one-look dashboard view’ of the entire Exchange environment.

About Essential Computing Ltd.

Established in 1990, UK based Essential Computing Ltd. is a leading provider of e-mail management, integration, security, and productivity solutions to medium and large enterprises throughout the UK and Europe. A Microsoft Gold Partner, Essential has earned a reputation for providing superior quality products and great customer service, helping its customers use scarce resources effectively and avoid costly mistakes. For more information visit www.essential.co.uk or call +44 (0)1275 343199.

For More Information

ENow Inc
5727 East Stillwater Avenue
Suite 11
Orange CA 92869
USA

Tel +1 877 TRY ENOW
Email info@enowinc.com
Web www.enowinc.com