



Enterprise Management Account Structures

Enterprise level customers have two primary options for the structure/organization of their account(s): Parent/Child and Enterprise. This document provides an overview of both approaches as well as the main pros and cons of each.

Here's a description of the two approaches:

- **Enterprise Structure:** All users throughout the enterprise share a single account and are given views of their teams' assets (e.g. messages, groups, tracking data, etc.), while being denied views and access to the assets of other teams.
- **Parent-Child Structure:** Teams of users occupy their own, independent "child" accounts. These accounts are linked together by "parent" account, which is controlled by an administrator.

There is no single "best" solution. The right solution depends on each customer's unique requirements, which Real Magnet will help to identify.

The key distinguisher between the two approaches is that only one record exists for each recipient under the Enterprise approach. Under the Parent-Child approach, a recipient can exist more than one time. In fact, a recipient can exist as many times as there are child accounts.

These are the main pros and cons of each approach:

Enterprise Structure

PROS

- Because there is only one record per recipient, customers are able to more closely manage all aspects of their email program. For example:
 - Managers can see all of the groups a single recipient is subscribed to in one view.
 - Managers can view tracking and reports that aggregates the activities of the entire enterprise.
 - Managers have a greater ability to control the type and number of messages sent to individuals.



CONS

- Because all users share one record, there is a greater risk of overwriting data.
- Requires discipline protocol for uploading lists.
- If a recipient is suppressed for any reason (SPAM compliant, manual, etc.), that recipient is suppressed account-wide and for all users.
- Because of the sophistication of the Enterprise approach, it is more challenging to educate end-users.

Parent-Child Structure

PROS

- Less (but still some) risk of overwriting data.
- Less risk (but still some) associated with not using a discipline protocol for uploading lists.
- If a recipient is suppressed in one account, he/she is suppressed in that account only.
- This is a simpler approach and therefore easier for end-users to understand.

CONS

- A single recipient can exist as many times as there are accounts in the Parent-Child structure, making it much more challenging to closely manage your email program on an enterprise basis. For example:
 - Managers cannot see all of the groups a single recipient is subscribed to in one view.
 - Managers cannot view tracking and reports that aggregate the activities of the entire organization.
 - Managers will have a much greater challenge restricting the number of emails individual recipients receive via the use of Real Magnet's Send Limit Rule.

This document is certain to generate many questions, which is a part of its purpose. The next step is to arrange a discussion with one of Real Magnet's experts to help you identify the approach that's best for your organization.