



With Register.it, DADA becomes an official certified CEM manager

A new milestone for the DADA Group company which can now offer its customers a complete and reliable Certified Email (CEM) proprietary solution

Florence, 20 February 2013 - The DADA Group, European leader in online presence and advertising services, has been officially recognized by the Agenzia per l'Italia Digitale (AID) as a Certified Manager for supplying CEM through the Italian brand Register.it. CEM is a basic business tool that, as of June 30th 2013, will become mandatory for all companies and professionals listed with the Business Registry, as well as public offices and firms that have also registered, as foreseen in 2009.

Having completed all the steps required by AID, Register.it's certification process, which began in 2012, has just now finished. Register.it's new CEM platform has been continually tested and built in toto, taking into consideration the real needs of the end users, which today number more than 25,000 active customers.

The process to activate CEM through the Register.it platform is quick and easy and the choices and ways to customize are endless.

If you already own a domain name, you can use it to create the CEM. If you don't have a specific domain, or would like to find another solution, you can choose between many CEM boxes already specifically designed for companies and professionals. For example, companies can choose between *mailboxname@pec-ditta.it* or *.com*, *@pec-società.it* or *.com*, or yet still, could opt for *@pec-legal.it* or *.com* to emphasize the legal value of the address. Consultants can use the specific extension *@pec-consulenti.it*, while professional associations have various choices that might better identify their field of work¹.

With Register.it, the **login page** to your mailbox contains *the CEM addresses* for government offices and the latest news from AID, updated in real time to keep the user constantly abreast of CEM news and regulations, all in just one click. The **mailbox management page** indicates the CEM *expiration date* so that the user can renew on time, and the user can also receive *a daily notice via SMS* indicating the arrival of CEM messages, *retrieve the Log* (equivalent to paper receipts) of emails sent in the prior 30 months and immediately *change the name* registered to the mailbox.

CEM is a digital tool that carries legal weight with which emails and attachments of a sensitive nature can be sent, received and managed using a secure and reliable platform. Sending a CEM from your mailbox to another CEM address is the legal equivalent of sending a registered letter with acknowledgment of receipt. In practice, the use of CEM also offers significant advantages, including the sending of real-time

¹ A few mailbox examples might be: *@pec-architetti.it*, *@pec-avvocati.it*, *@pec-commercialisti.it*, *@pec-giornalisti.it*, *@pec-medici.it*, *@pec-ragionieri.it*, etc.



communications, eliminating waiting at the post office to send or receive registered mail, **reducing the cost** of sending a registered letter or fax, which for many companies and professional firms are a daily reality, and the simplification of the **relationship** between customers, suppliers and government offices, ensuring the security and legal value of your mail.

With an eye on **converging the various communication media**, to check, send or receive messages, CEM can be accessed from a PC, tablet or smartphone with a mail user agent or via webmail.

For further information:

www.dada.eu

www.register.it

Dada Group

Dada S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is a European leader in professional online services.

Dada operates in Italy through Register.it S.p.A., historic leader in domain registration services, hosting, brand protection and scalable performance advertising.

Register.it offers clients professional services that can be accessed online and managed through simple and intuitive control panels. Register.it was the first domain name registrar in Italy accredited by ICANN.

With more than 510,000 clients and more than 1.8 million managed domains, the Dada Group is one of the top Internet domain registration companies in the industry, managing the online presence of individuals and businesses across Europe. In addition to Register.it S.p.A. in Italy, Dada is present in Spain, the United Kingdom and Ireland, France, Portugal, and the Netherlands with Nominalia SL, Namesco Limited, PoundHost, Register365 and the Amen Group.

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