

Unified Inbox announces InboxRank®, handing back control to your inbox through Smart Sorting Algorithm leveraging SAP HANA®



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Summary **As part of its efforts in developing users' personal executive inbox assistant, Unified Inbox, providers of social communication and collaboration platforms, today announced it has successfully created its own sorting mechanism called "InboxRank®." The mechanism is a smart algorithm to support its inbox management capabilities, giving control back to users of their inboxes.**

Details As part of its efforts in developing users' personal executive inbox assistant, **Unified Inbox**, providers of social communication and collaboration platforms, today announced it has successfully created its own sorting mechanism called "InboxRank®." The mechanism is a smart algorithm to support its inbox management capabilities, giving control back to users of their inboxes.

The Unified Inbox mobile app and InboxRank® leverage the unique capabilities of the SAP HANA® platform. The objective of integrating the technology is to allow information workers and professionals to not just manage their personal priorities but also their whole unified communications stream, which includes social media, email, SMS, instant messaging, OTT (Over The Top) players and more.

Dynamically changing algorithms that constantly and in real-time have to handle inbox data while adjusting to a user's desire and behavior is a complex and critical undertaking. The Unified Inbox solution is a next-generation communication-as-a-service platform with the right technology to help address these issues.

"We chose to leverage the SAP HANA® platform in our Unified Inbox app, as we could see how well it handled big data, predictive analytics and real-time processing of algorithms on top of vast amounts of information from different sources" said Toby Ruckert, founder and chief executive officer of Unified Inbox.

"To help us get started with using SAP HANA, SAP assigned a dedicated tech architect to our team who provided one-on-one assistance when we had technical difficulties to master," said Aby Varghese, head of research & development at Unified Inbox. "Once we got into it, we were able to process our complex queries with ease – just the way we envisioned it."

Unified Inbox has been a member of the SAP® Startup Focus program since 2013, but the work related to the InboxRank® project was the first

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collaboration with SAP. As part of the FastTrack accelerator, a minimum viable product of the algorithm was developed. With the successful completion of the project, Unified Inbox showcased the innovative solution at the SAPHIRE® NOW conference, held in Orlando the first week of June. The conference is a premier business technology event for customers, SAP executives, partners and experts across the entire SAP ecosystem.

“I arrived at the show a day before it opened, and the city was already buzzing with technology and industry leaders from around the globe,” said Chris Weir, manager, special projects at Unified Inbox. “The conference offered amazing learning and networking opportunities with peers, SAP experts, executives, and partners. I’m proud to have attended, representing Unified Inbox. InboxRank® attracted a lot of interest on the show floor, which was packed with game-changing innovations and test drives of the latest applications. It’s become obvious that busy people from many industries are overwhelmed with digital communication and are eagerly waiting their own personal executive inbox assistant to help them better manage their day.”

For more information, visit the Unified Inbox homepage (www.unifiedinbox.com) or download the iPhone app at the iTunes store.

- Quotes
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— Toby Ruckert, founder and chief executive officer of Unified Inbox.
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About Unified Inbox

Unified Inbox is a cloud based unified communication & social collaboration platform that centralizes external conversations, social engagement and internal team collaboration into one single experience across desktop and mobile devices

Unified Inbox enables employees to respond faster, more efficiently and build better business relationships improving your ability to connect with prospects, customers and other internal departments across multiple channels and devices.

Employees simply manage external conversations, social engagement and internal collaboration from one single place.

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