MEMO

Date: March 25, 2008
To: File
From: Wes Martz
Subject: Naming standard for Kadant email addresses
Reference: None
Copies to: -

All e-mail address formats have advantages and disadvantages. The table below describes important factors to consider in evaluating the various options.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Description</th>
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<tbody>
<tr>
<td>Uniqueness</td>
<td>Each address must be unique; therefore, the naming standard should minimize duplications.</td>
</tr>
<tr>
<td>Personalized</td>
<td>Addresses should depersonalize users as little as possible. For example, an address containing only numbers is less personal than one containing a name.</td>
</tr>
<tr>
<td>Intuitive</td>
<td>Addresses should be easy to guess and remember, and should not be too long.</td>
</tr>
<tr>
<td>Risk of error</td>
<td>Addresses should not cause confusion about the identity of the addressee, or make it likely for someone to receive another’s e-mail.</td>
</tr>
<tr>
<td>Brand image</td>
<td>Addresses should present a professional image.</td>
</tr>
<tr>
<td>Internationally acceptable</td>
<td>Addresses should follow international standards to the extent required to ensure that other e-mail systems can deal with Kadant’s mail.</td>
</tr>
</tbody>
</table>

The following naming standard will be used for all Kadant e-mail addresses:

- PreferredFirstName.Surname@kadant.com, e.g jim.peter@kadant.com
- 1st instance of duplication: FirstName.Surname@kadant.com, e.g james.peter@kadant.com
- 2nd instance of duplication: PreferredFirstName.Surname2@kadant.com, e.g jim.peter2@kadant.com

Advantages of this format

Uniqueness and degree of personalization

- This standard minimizes the number of duplicate names that would occur and personalizes addresses as much as possible.
- Using both a given name and a surname generates far fewer duplicates than standards that use less information such as surnames with or without initials, given names only, etc.
- Using a preferred first name (e.g., Tim instead of Timothy) personalizes the address and makes it more intuitive.
- To personalize the address, name changes (due to marriage for example), would be allowed.
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Intuitive

- firstname.lastname is widely used internationally
- firstname.lastname is widely used by major companies (e.g., GE, Xerox, IBM, HP, IP, Stora Enso, MeadWestvaco, M-Real, DuPont, AT&T, 3M, Pfizer)
- Using a first and a last name rather than an initial, and a preferred first name rather than a "given name," makes it much easier for a sender to accurately predict and remember a recipient's email address.
- E-mail addresses would only need to change when an official change of name has taken place (e.g. marriage or divorce). An alias would be created and maintained for 12 months for the old e-mail address.

Risk of error

- Errors occur when senders guess addresses incorrectly. By including both a first and last name, this should happen less frequently than it would if less information was included.
- Errors are most likely to occur in the rare case of an email address containing a number.

Administrative costs

- The naming standard allows for the highest level of automation, thus ensuring consistency, accuracy, and lower administrative costs.

Local part of email address

To ensure that other systems can process our e-mail, we handle special characters as follows:

- Surnames containing multiple words will consist of the full surname with no spaces. For example, Frank van Riet will be frank.vanriet@kadant.com.
- Surnames containing special characters not allowed by the e-mail system will be formatted without the special character. For example, Tom O'Brien will become tom.obrien@kadant.com.
- While most systems would accept hyphens or underscores, the "." differentiator has advantages: it is easier to remember, has become widely used, is easier to communicate verbally, and does not become obscured when the email address is hyper-linked with an underline (e.g., jeff_bachand@kadant.com).
- Because e-mail addresses can be case-sensitive in some cases, using ",," is also a better option than trying to use caps to differentiate between first and last names (e.g. MikeSoucy@kadant.com). When typed in lower case only, the name becomes difficult to interpret (e.g., mikesoucy@kadant.com).
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**Generic e-mail addresses**

The Kadant e-mail system can include generic e-mail addresses, but these would need to be applied for and manually created. Note that these would be addresses only, not mailboxes. They would be forwarded to a specified mailbox. The generic address for a specific site would include the site location. For example, the requirement for a generic email address for "shipping" would be shipping.auburn@kadant.com, shipping.wuxi@kadant.com, or shipping.weesp@kadant.com.

Group lists can be created and would follow a similar format as outlined above for generic email addresses.

**Maintaining existing e-mail addresses**

Aliases to existing email addresses can be established, so that email messages sent to the old addresses aren't lost. However, this should only be maintained for a limited time. The simplest and most cost-effective solution would be to use the existing email system infrastructure to forward mail to new addresses for a minimum of 12 months. After the 12 month period, the email system could generate automated replies to people who have sent mail to old addresses, to inform them of the new email address naming standard implemented a year previously.