# Taglocity Puts the Best of Google Gmail into Microsoft Outlook for Free

*For MS Outlook users desperately seeking a better Outlook Inbox, Taglocity tackles email overload with better organizing, easy automation, smarter searching, and more*

**November 13, 2008** – **VANCOUVER, British Columbia –** Taglocity today announced the public release of Taglocity™ 2.0 for Outlook ([www.taglocity.com](www.taglocity.com)), a free email management add-in for Microsoft Outlook 2003/2007.  Designed to reduce email overload for busy professionals, Taglocity 2.0 for Outlook puts the best productivity features of Google Gmail – and much more – into the most popular email management client used in business today.  New features include enhanced search, conversation threading, tags, automation, attachment handling, contact centric views, and new group collaboration features.

Taglocity 2.0 for Outlook enables users to assign unlimited keyword "tags" to any MS Outlook items such as email, contacts, calendar entries, etc. This helps create an organizational system better adapted to business use.  For instance, instead of forcing content into conventional folder structures that are far too rigid and often redundant or ambiguous, each tag essentially acts as a virtual folder, thus reducing the need for folder hierarchies.  People can set multiple tags on their emails, archive them in a single folder, and then quickly find them later with dynamic tag filtering or search.

Tags also provide additional context to keyword searches which improves the relevancy of search results.  With Taglocity's intelligent search pruning feature, people spend less time wading through huge volumes of keyword generated search results.

To help improve organizational efficiency, Taglocity can also automate common tasks by running actions when tags are set, such as turning email into appointments, assigning additional tags, or automatically moving messages into specified folders.  Tags can also be automatically assigned to incoming email based on user specified criteria.

Taglocity tags are either private or public.  Public tags travel with messages to extend the benefit of tagging to others and also 'round trip' so that reply messages come back pre-tagged.   Tags can be bundled so that tags commonly used together are presented as suggestions for efficient multiple tagging with a single click or keystroke.

Taglocity 2.0 for Outlook also delivers another popular Gmail feature to Outlook: proper conversation viewing.  A single mouse click brings up all related emails in a single viewer in blog-like chronological order.  Search results can be also be grouped by conversation.

For managers concerned about team performance, Taglocity™ 2.0 for Outlook offers tight integration with Taglocity Groups™.  Now in beta, Taglocity Groups™ is an Enterprise Web 2.0 inspired email

collaboration service for groups to share information, reduce email overload, and improve productivity – allowing people to:

- share emails and attachments
- transfer  knowledge
- find things very quickly
- create alerts
- reduce "office spam"
- locate expertise

"Many people think that email is easier to manage with Google's Gmail than Outlook, yet Gmail is typically banned for business use," said David Towert, CEO of Taglocity. "With Taglocity 2.0 for Outlook, we deliver the best of both worlds – the advanced functionality of the leading business email client paired with more practical and efficient ways to manage and share email – all of which gives our customers a fighting chance against email overload for the first time."

Used independently or together, Taglocity™ 2.0 for Outlook and Taglocity Groups™ address email overload and knowledge waste problems by making it much quicker and easier to process, organize, share, and find information on-demand, as well as reduce the amount of unnecessary CC'd emails that flood inboxes and create unnecessary work.

Available today, Taglocity™ 2.0 for Outlook can be downloaded for free at http://www.taglocity.com/downloads.

**About Taglocity**
Taglocity develops Taglocity™ 2.0 for Outlook and Taglocity Groups™, Enterprise Web 2.0 inspired email productivity and information sharing solutions for individuals and businesses.  Taglocity's non-disruptive solutions solve email overload and knowledge waste problems in the workplace.  Ideal for busy professionals, SMBs, and large enterprises alike – Taglocity customers achieve improved individual and team performance by streamlining collaboration, improving productivity and quality, reducing costly delays, locating expertise, and getting the right information to the right people at the right time. Learn more at www.taglocity.com.

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