

## **Installation Instructions for SMTPSwitch Mailer**

The guide provides the necessary instructions to setup SMTPSwitch Mailer on your web server (Linux or Windows).

Note: All Linux commands provided in this document are *italicized*

### **Requirements**

Please ensure your web host meets the application requirements:

- Linux, UNIX or variants preferred. Windows 2000 or higher (which support IIS 5 or above).
- Apache 1.3.2 or above either on Linux, Unix or a variant or Windows. IIS 5 or above on a Windows server.
- PHP 5.2.X or above
- MySQL 4.1 or above

The mailer includes an automatic system check which will attempt to check if your server or VPS meets all the requirements needed to run SMTP Switch Mailer. This system check script is included in the installation wizard.

### **Important Information:**

SMTP Switch Mailer cannot be run on shared hosting web servers since most of the functions required to run the mailer is often disabled or not allowed in shared hosting. You will need a VPS or a dedicated server to run the mailer. Any low end VPS or dedicated server can be used to run the mailer provided the required ports are opened on the server.

In addition, when using a VPS or dedicated server, you do not need a control panel or domain to setup SMTPSwitch Mailer. You can upload the mailer to the web root of your Apache web server at `/var/www/html/` and be able to access the mailer using the server IP:

`http://server_IP/smtpswitchmailer/`

After you place your order, just provide us with your Linux VPS SSH root details and we will install the mailer free of charge. All we need will be a fresh Linux VPS preferably Centos based VPS without any control panel or software installed.

## **For Linux Web Servers:**

### **Uploading the application**

Unzip and upload the contents of web folder (the scripts, folders and other files of the application) from the installation package onto your web server. Let's assume you created a folder "smtpswitchmailer" in the web root of your Apache web server (`/var/www/html`) and placed the contents of the web folder there.

In case of SSH access to a VPS or dedicated server, the web root usually looks like `/var/www/html`. Thus, you should create `/var/www/html/smtpswitchmailer` folder and place the application files/folders there.

This way, you'll be able to access the application through the web using this URL:

`http://your_server_IP/smtpswitchmailer`

### **Assigning owners/permissions on the filesystem**

SMTPSwitch Mailer requires the following files/directories to have 'write' permissions set. If you're running on a Linux or Unix web host, you can use your FTP program and use the 'CHMOD' ('Change Mode') function to grant write permissions.

## Assigning permissions through SSH

Change the current working directory to the folder with smtpswitchmailer script:

```
cd /var/www/html/smtpswitchmailer/
```

Then, assign rights to folders and files in the SMTPSwitch Mailer script folder by issuing the following commands as root:

- `chmod 777 /var/www/html/smtpswitchmailer/server.ini`
- `chmod 777 /var/www/html/smtpswitchmailer/images`
- `chmod 777 /var/www/html/smtpswitchmailer/csv`
- `chmod 777 /var/www/html/smtpswitchmailer/tmp`

Also make sure you set the right permissions for the /var/www/html folder by issuing the following commands as root:

- `chown -R apache:apache /var/www/html`
- `chmod -R 755 /var/www/html`

## Modify PHP.ini Settings

In order to optimize SMTPSwitch Mailer, you will need to change the php.ini settings of PHP on your web server. The php.ini can be accessed on a Linux server on the following path depending on your server operating system:

- /etc/php.ini
- /etc/php/php.ini
- /etc/php5/php.ini
- /usr/bin/php5/bin/php.ini

You can find the location by running the command below:

```
find / -name php.ini
```

We have provided below the recommended high performance settings values for the mailer that should be used.

- `max_execution_time = 3600`
- `max_input_time = 3600`
- `memory_limit = 500M`
- `post_max_size = 20000M`
- `upload_max_filesize = 20000M`

## Modify my.cnf Settings

In order to be able to upload large email lists in .csv formats to the mailer, you need to modify the my.cnf settings of your server. The my.cnf file can be found on most Linux servers at: `/etc/my.cnf`

Open this file and append the following line to the file under the `[mysqld]` section:

```
max_allowed_packet=20000M
```

Note: You can enter a lower value or higher value if necessary depending on your needs. The value is in Megabytes.

## For Windows Web Servers:

### Uploading the application

Unzip and upload the contents of smtpswitchmailer folder from the installation package onto your web server. Let's assume you created a folder named "smtpswitchmailer" in the root of your web root usually `C:\inetpub\wwwroot` and placed the contents of the web folder there. This way, you'll be able to access the application through the web at the:

`http://Server_IP/smtpswitchmailer` URL.

Examples (assuming you want to use "smtpswitchmailer" name for the target folder):

- in case of Remote Desktop access to a dedicated server, the web root usually looks like `C:\inetpub\wwwroot\`. Thus, you should create

C:\inetpub\wwwroot\smtpswitchmailer folder and place the application files/folders there.

- in case of uploading via FTP, the web root is usually something like /wwwroot and you should create and upload into /wwwroot/smtpswitchmailer folder.

## Assigning owners/permissions on the filesystem

The following steps allow you to assign necessary permissions:

- using Windows Explorer, navigate to the folder which contains the mailer data folder to grant permissions ; (smtpswitchmailer, /server.ini, /images, /csv and /tmp)
- in the context menu, choose "Properties" of the data folder and "Security" tab;
- add Internet Guest Account (usually IUSR\_...) into the list;
- tick "Allow full control" checkbox to grant permissions and press "OK".

## MySQL Database

SMTPSwitch Mailer makes use of a MySQL database to store your data. This database must be created before you run the SMTPSwitch Mailer installation wizard. Your database user account should also have full grant access to that database. You will need the database connection details during the setup wizard.

There are several ways to create a new database on a MySQL Server. However for quick MySQL database setup we would recommend that the database setup be done using the SQL command line as root especially in running the mailer under the server web root typically /var/www/html/ for most Linux servers running Apache web server.

In order to create a new database using the SQL command line, first you need to log in using your MySQL server's ROOT user account. Once logged in you will be able to issue the commands to create the database and assign all the required privileges to the database. If you do not know the MySQL root password, this can be reset as follows by issuing the italicized commands below as root as shown below before creating the MySQL database:

## Reset MYSQL Root Password

Step # 1 : service mysqld stop

```
service mysqld stop
```

Step # 2: Start to MySQL server w/o password:

```
mysqld_safe --skip-grant-tables &
```

Step # 3: Connect to mysql server using mysql client:

```
mysql -u root
```

Step # 4: Setup new MySQL root user password

```
use mysql;
```

```
update user set password=PASSWORD("mysqlserver12345") where User='root';
```

```
quit
```

Step # 5: Start MySQL server and test it

```
service mysqld start
```

## Create MYSQL Database (Sample)

1. Restart MySQL:

```
service mysqld restart
```

2. Login to MySQL server as Root using the MySQL pass or the new reset password as explained above:

```
mysql -u root -p
```

3. Create Database:

```
create database mailer;
```

4. Grant Access:

*grant usage on \*.\* to mailer@localhost identified by 'mailer12345';*

5. Grant Privileges:

*grant all privileges on mailer.\* to mailer@localhost ;*

6. Exit :

*exit*

The MySQL database that you have just created using the above sample SQL commands will have the following settings:

**Important:** Please do not use these actual credentials on your server. Make sure you change the credentials to a secure MySQL database username and password.

**MySQL Settings:**

Database Host: localhost

Database User: mailer

Database Name: mailer

Password: mailer12345

## **Running web-based installation wizard**

SMTPSwitch Mailer includes a simple one step installation process.

To start the setup wizard, navigate to the directory that you uploaded SMTP Switch Mailer to, for example: <http://www.yoursite.com/smtpswitchmailer/>. After some seconds, you should see the system check results as shown below:

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Current est	Status	Details
PHP Version		
5.1.6	Passed	-
Testing SSL		
Checking php_openssl	Passed	-
Port checking		
25 (smtp)	Open	-
587 (submission)	Open	-
465 (smtps)	Open	-
995 (pop3s)	Open	-
993 (imaps)	Open	-
110 (pop3)	Open	-
143 (imap)	Open	-
Temporary and cache directories		
/dev/shm	Not writable	Only one is needed
/tmp	Writable	-
/var/www/html/mailer	Not writable	Only one is needed

images	<b>Writable</b>	-
csv	<b>Writable</b>	-
tmp	<b>Writable</b>	-
server.ini	<b>Writable</b>	-
Required functions		
fsockopen	<b>Exists</b>	-
json_encode	<b>Exists</b>	-
json_decode	<b>Exists</b>	-
getmxrr	<b>Exists</b>	-
dns_get_record	<b>Exists</b>	-
file_put_contents	<b>Exists</b>	-
exec	<b>Exists</b>	-
popen	<b>Exists</b>	-
pclose	<b>Exists</b>	-
Forward confirmed reverse DNS		
Forward confirmed reverse DNS	<b>Passed</b>	

All tests passed, you can proceed to the installation of SMTPSWITCH Mailer 3.0

Before the script installation, the system check script will automatically run and check if your server or VPS meets all the requirements. The system check script will check the following:

1. Checks necessary ports required to be open. The following ports must be opened on the server to enable the mailer perform the email verification and automated bounced email processing functions:
  - 25
  - 465
  - 995
  - 110

2. Check ALL required PHP functions to run all features of the mailer (mail sending, SMTP verification, Automated bounced email processing/auto unsubscribe, Email verification etc)

3. Check for Forward Confirmed Reverse DNS

In addition to the ports being opened, to use the email verifier function of the mailer, the server IP must have a Forward-confirmed reverse DN (FCrDNS). Forward-confirmed reverse DNS (FCrDNS) is a situation where a given IP address has forward (name-to-address) and reverse (address-to-name) DNS entries that match each other. That is to say, an IP is said to have FCrDNS if it has a forward DNS (name -> IP) and reverse DNS (IP -> name) that match. This is very useful in SPAM filtering to ensure that the mail originated at the domain. Most email ISPs such as Yahoo, Hotmail, Gmail, AOL use FCrDNS lookup to authenticate the IP address the connection is coming from and if the FCrDNS lookup fails, the incoming IP address goes to a blacklist.

If you have already set the rDNS, you need to create an "A" DNS record for the rDNS of the server IP in your DNS management system.

If you do not have a private DNS management service, you can sign up free for a DNS management service at:

<http://www.cloudns.net/>

After you signup, proceed to add the following DNS records for the mail server as follows:

- Domain: Enter the rDNS of the server IP
- Host: @
- DNS Record Type: A
- Destination: Enter the server IP

The SMTPSwitch Mailer setup wizard will appear. It contains the following fields as shown below:

## INSTALLATION

**MySQL Database Name :**

**MySQL Host Name :**

**MySQL User Name :**

**MySQL Password :**

**Admin User Name :**

**Admin Password :**

**Admin Email :**

**Server Name :**

**Serial No. :**

- **Serial No.** - Copy the license key you received when you purchased SMTPSwitch Mailer and paste it here.
  
- **Server Name**- This is the domain on which you are installing the script. This will be automatically detected by the script during setup.
  
- **Admin Email** - This is the email that will be used for the super admin user that will be created.

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- Admin Password & Password – Here you enter the admin username and password.
- Database Information - You will need your database username, password, database name and host (usually 'localhost', though this may vary with some hosts).

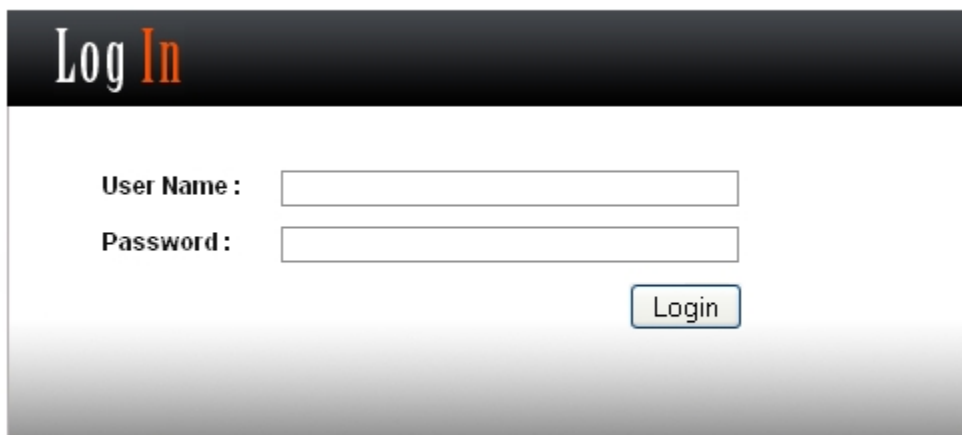
Congratulations, you are now ready to login to the SMTPSwitch Mailer control panel and begin your email marketing campaign!

Your control panel will be accessible under: <http://www.domain.com/smtpswitchmailer/>.

You can download the mailer user manual at the following link:

<http://www.smtpswitchmailer.com/smtpswitchmailermanual.pdf>

Support Center: <http://www.smtpswitchmailer.com/supportsuite/>



The image shows a login form with a dark header containing the text "Log In" in a stylized font. Below the header, there are two input fields: "User Name :" and "Password :". To the right of the "Password :" field is a "Login" button.

<b>Log In</b>
<b>User Name :</b> <input type="text"/>
<b>Password :</b> <input type="password"/>
<input type="button" value="Login"/>