

MasterBase® Corporate System

 MB4 Email & Processes



**Automated processes and email communications
executed effectively**



Process and communication automation via Automata



Reliability

Enables consistent execution of processes through Automata that operate on data, events, and business rules in conjunction with the company's systems



Control

Enables the definition, coordination, and governance of actions and decisions through structured workflows, with full traceability of process execution.



Capacity

Enables the expansion of operational capacity by automating processes and orchestrating email communications within a single workflow, reducing reliance on manual intervention.

When processes are not automated, they are prone to errors, and operations lose efficiency and capacity

In many organizations, business processes still rely on manual intervention or partial automation, and email communications are handled separately, without a direct connection to what is happening in the operation.

This makes it difficult to take action and make decisions in real time. The result is an inefficient operation, less effective, a greater operational burden, and difficulties in scaling consistently and measurably.

What is MB4 Email & Processes

MasterBase® MB4 Email & Processes is a platform that enables the automation of processes and the coordination of email communications in an integrated manner through Automata.

It operates by coordinating actions, decisions, and communications in conjunction with the company's systems, acting as an execution unit within the operation.



MasterBase® MB4 Email & Processes enables the automation of processes and the execution of email communications in a coordinated manner, ensuring that every action and every communication occurs at the right time and in the right context.

This improves operational efficiency and increases the effectiveness of communications by transforming manual tasks into a structured, targeted, and scalable workflow

Key Benefits

Effective process automation, with Automata that execute actions and decisions without manual intervention

Coordination of actions, decisions, and communications that ensure consistent execution throughout processes

More relevant and targeted email communications based on data, events, and business context

Timely execution of messages at the precise moment within the operational flow

Reduction of operational friction by eliminating manual tasks and unnecessary dependencies

Greater control and traceability over every action, decision, and communication executed

Operational and communication scalability without proportionally increasing resources





Some use cases

Banking — Operations — Integrated execution of validations, decisions, and notifications in transactions

Retail — Marketing / Operations — Coordination of purchasing, post-sales, and email communication processes

Insurance — Customer Service — Automation of claim management with integrated communications

Technology — Operations — Orchestration of internal processes with execution of actions and communications across systems

Some functional areas

Operations — Integrated execution of business processes

Marketing — Coordination of email communications and customer journeys

Technology — Integration and execution across enterprise systems

Management — Expansion of operational capacity and execution control



MasterBase® MB4 Email & Processes enables processes and email communications to transition from relying on manual, isolated executions to running in a coordinated manner within the operation. This improves efficiency, increases effectiveness, and expands the organization's operational capacity.

Features

- Process automation based on data, events, and business rules
- Execution of workflows with defined actions, decisions, and conditions
- Coordination of actions and decisions via configurable automata
- Triggering of email communications within the context of processes
- Management of business rules to define behavior and operational logic
- Execution based on events from systems or defined triggers
- Full traceability of executed actions, decisions, and communications
- Workflow configuration without the need for structural development
- Scalability in process execution and email delivery
- Operations on enterprise systems via APIs and events

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MasterBase®

About Us

MasterBase® OÜ is an automation provider that executes processes, ranging from individual tasks to essential systems that support your organization.

Through intelligent automation systems, we transform business operations, moving from task optimization to expanding execution capacity. Our systems automate entire processes, operating continuously, under control, and reliably, enabling scalability without relying on human effort.

We develop our own robots and use them in our own operations.



Learn more about our products at masterbase.com

Presence and track record

MasterBase® has over two decades of experience supporting thousands of companies across various sectors—banking, healthcare, insurance, retail, international organizations, and more.

With an international presence in Europe and the Americas and headquarters in Estonia, a member of the European Union and a global leader in digital innovation and e-government.

With billions of automated process executions, we deliver large-scale critical operations with continuity, efficiency, security, and high availability.