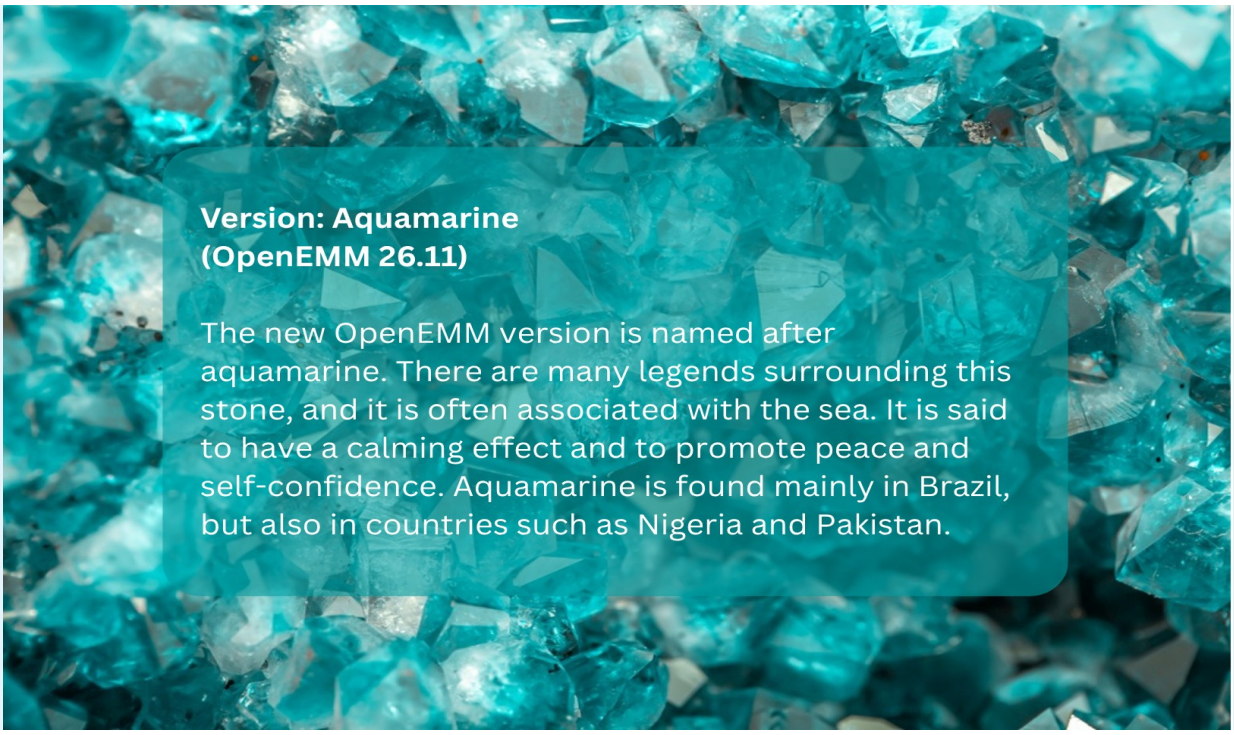
E-Marketing Manager (EMM)
Version: OpenEMM 26.11



AGNITAS OpenEMM is continuously being developed. This overview briefly introduces the features that have been added since the last version. See which new functions you will benefit from even before you upgrade.

Highlights of this version		
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G-6781	MCP API for managing OpenEMM via AI	3

OpenEMM Plus

Our OpenEMM Plus offers individual premium functions as an extension to the free OpenEMM, such as the Layout Builder, the Email Creator or the Mediapool. Find out more about OpenEMM Plus here.

New features in OpenEMM

Mailings	
Linking with agnTags (E-11029)	When you insert a link into your mailing, you can now also include agnTags in it. For example, you can use agnFORM to link directly to an unsubscribe form.

Recipients	
Store sender and reply-to full names (E-10990)	In addition to sender and reply-to email addresses, you can now also store the corresponding names directly in a mailing list.

Statistics	
New design for all mailing statistics (G-6945)	All statistics under “Mailing (separate)” are now available in the revised design. In addition to the Summary, these include Top Domains, Bounces, Progress over time, End device statistics and Click statistics.
New design for recipient statistics (G-6966)	The “Recipients” statistics are now available in the revised design.
New design for campaign statistics (G-7000)	The statistics for evaluating campaigns are now available in the revised design.
New design for monthly overview (G-6883)	The “Monthly overview” statistics are now available in the revised design.
New design for mailing list statistics (G-7101)	The statistics showing the development of a mailing list are now available in the revised design.
New design for mailing (comparison) statistics (G-6835)	The “Mailing (comparison)” statistics are now available in the revised design.

Administration	
Edit columns in the Users overview (E-10991)	As in other overview tables, you can now also edit the displayed columns in the Users overview. In addition, you can now add columns with information on the user’s “Company” and “Language”.

General	
Use OpenEMM with PostgreSQL (G-6533)	In addition to MariaDB, OpenEMM now also supports the open source DBMS PostgreSQL.

Interfaces

New REST API v2 (G-7037)	The new REST API v2 is easier to use than the previous version and comes with interactive documentation. There is also a browser-based, interactive test mode.
MCP API for managing OpenEMM via AI (G-6781)	With the new MCP interface, you can operate OpenEMM externally as an MCP server via an AI chat or agent. This allows you to control OpenEMM entirely without a user interface.
Activity log for the MCP API (G-7105)	In addition to the user, REST and SOAP activity logs, there is now also a log for MCP activities.

General improvements & information

Many general improvements have been made to the usability of OpenEMM:

- Simplified navigation in the user interface
- Additional logging of user activities
- Revised arrangement of elements in the user interface
- Adjusted formatting of individual elements in OpenEMM
- Optimized default settings
- Additional help balloons
- Improved descriptions / labels
- More helpful warnings & error messages
- Improved security settings

New user permissions

Please note that new user permissions can only be assigned to the standard user groups. If you have defined and use individual user groups, you must assign the permissions manually as required.

New user permissions in this version:

- **REST API:**
  - restful.api.legacy: For using the previous REST API
  - restful.api.spring: For using the new REST API v2
  - restful.mcp.enable: For activating the additional MCP API

OpenEMM Plus with extensions for even more use cases

With the new version of OpenEMM, AGNITAS as the developer offers additional commercial modules, such as

- The Email Creator with Layout Builder and Mediapool for **drag-and-drop, module-based template and mailing creation**
- An HTML interface for **the automated filling of content modules** in mailings (e.g., via CMS)
- A module for **automated data import and export** for data exchange with external systems such as CRM, ERP, online shops, etc.
- Extended functionality for **SOAP and RESTful web services** to handle large volumes of data and access the additional OpenEMM Plus features
- An **SMTP interface** to receive and enhance emails from legacy systems (HTML design, bounce management, link tracking, etc.)
- An **advanced client configuration** for approximately 30 individual settings regarding data protection, data security, and other preferences

Contact us at consulting@agnitas.com for details – we will be happy to inform you about the many options an upgrade offers!

System requirements for OpenEMM

Technical requirements	
Server with Linux operating system	• RedHat Enterprise Linux version 8 or 9, or RedHat-based versions such as AlmaLinux 8 and 9 • SUSE Linux Enterprise Server 15 with the latest service pack
Open-Source-DBMS	• MariaDB version **10.11.7 or higher** (our recommendation: Version 11.4.13) • PostgreSQL **18**
Mail Transfer Agent (MTA)	• Postfix version **3.5 or higher**
Java JDK	• Java Open JDK **21** (LTS version)
NodeJS	• Node.js version **22 or higher**
Python	• Python version **3.11 or higher**
Application Server	• Apache Tomcat **11**

Technical note on upgrades
Please note: If you wish to skip an OpenEMM major version upgrade, you must install and run the GUI service (included in the frontend tarball) for the intermediate versions at least once up to and including version 24.10 to ensure that critical database updates are performed. This ensures that no database inconsistencies occur.

If you are interested in the new version or have questions about features, feel free to contact consulting@agnitas.com.