# strokasi

we are part of **SBG**

**Solutions365**

## Signature365
by **strokasi**

# An efficient application for centrally managing your employees' e-mail signatures in Microsoft Outlook mail client – Signature 365.

A detailed description of the solution and examples of use

Powered on

**Microsoft Azure**

ITI to the people

Ljubljana, 2019

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**Excellent SME** Obnovljeno 7.1.2017 Preverite!

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# 1. Description of the solution and introduction

Every company with a large staff is almost certainly faced with the challenge of centrally editing employees' e-mail signatures. We are convinced you want your employees to introduce themselves in tune with **your company's overall visual image** and with all the necessary data required in business communication.

In addition to presenting basic employee data, email signatures can include various other elements, such as **contact information, promotional banner, important company PR messages, slogans**, etc. The email signature can also be used as an excellent marketing tool for advertising current promotional notifications, events and items on sale.

In most cases, we make sure all employee data is taken from one designated location (Active Directory), and editing this information is possible using the Signature 365 central console.

## Key advantages of "Signature 365"

- Centrally edited signatures for all users
- Unified appearance of the e-signature in accordance with the company's CGP
- Use of the e-signature for placing promotional activities targeted both at employees and the general public (marketing purposes)
- Solution suitable for both on-premise Outlook email clients and Office 365 – Exchange Online cloud-based service.

## Key features of "Signature 365"

- Editing via the unified administrator console
- HTML design of the signature appearance
- Option of including image files and URL links
- Simple installation for email clients – Outlook plugin
- Low implementation cost
- Hosted in Microsoft Azure
- Efficient Solution 365 tool – simple connection with other solutions from the collection (complete list of solutions can be found at: http://www.stroka.si/Solutions-365)

## Important sales, marketing and HR tool

- Assured display of unified and up-to-date employee contact info
- Marketing tool for boosting sales
- Efficient channel for placing current promotions, special offers of individual departments, partner notifications, key company information intended for all recipients

## What is required for implementing "Signature365" at your company?

To implement the Signature365 solution you first need Outlook 2013 (or a later version) and an internet connection. There are no special infrastructure requirements, and the user also doesn't need to set up any dedicated infrastructure. Using it and administrating it are simple; the user can perform administrative tasks for several companies and user imports are also possible using Excel files.

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## 2. Central administrator management

**Signature 365** is a solution with centrally managed administration, and the administrator determines the structure itself. The user cannot access this option. The structure and content are unified and follow the company's common profile.

The solution offers a template for preparing a new mail and a completely different template for the reply mail. The templates can also be personalised, and show different design/tags according to parameters set by the user (a script is built in). Various templates can be assigned to a department or a sector, and this partly solves the problem of different templates for different groups.
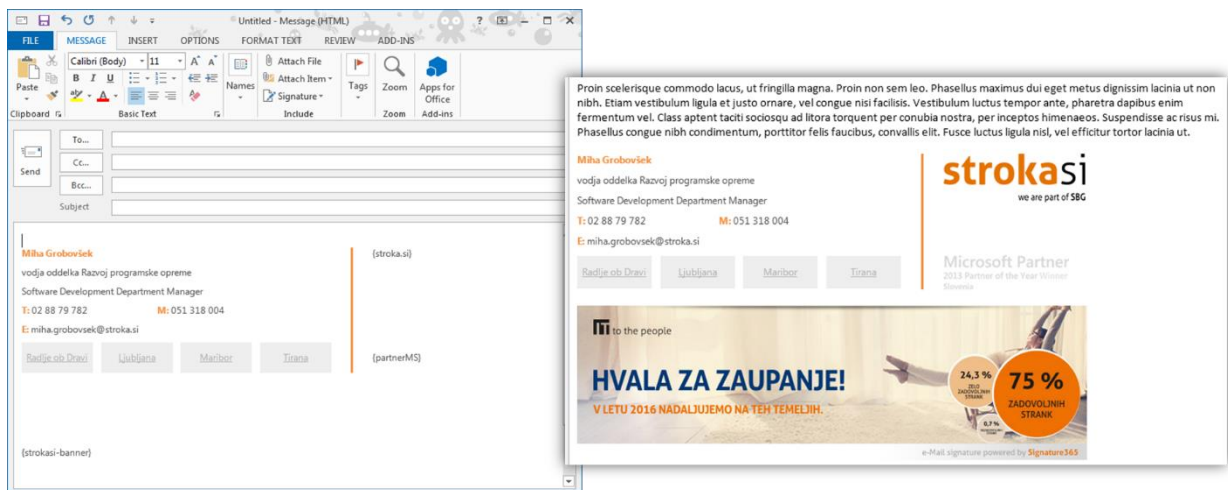


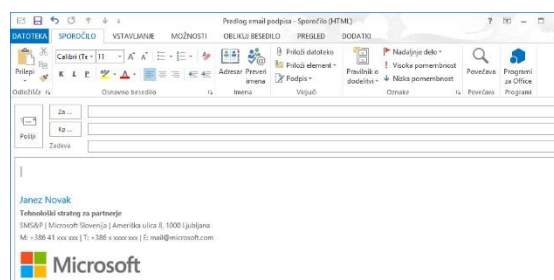*Image 1: Example of signature before and after being sent*

# 3. Different examples of use

The following are examples of various uses of the implemented "Signature365" solution that clearly demonstrate how the content, design, and structure of the application for centrally managing e-signatures can be fully adapted to the needs and requirements of an individual company.
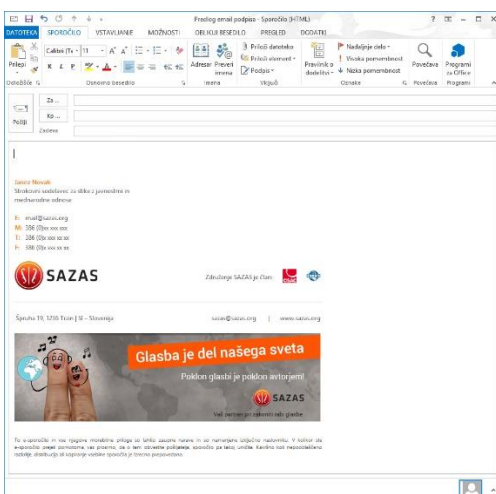
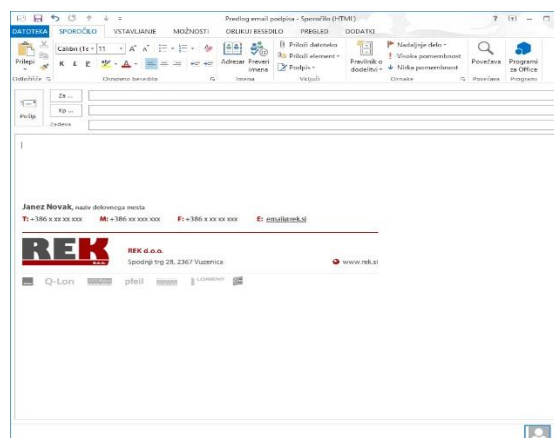**Example of Stroka.si Business Group signature design**



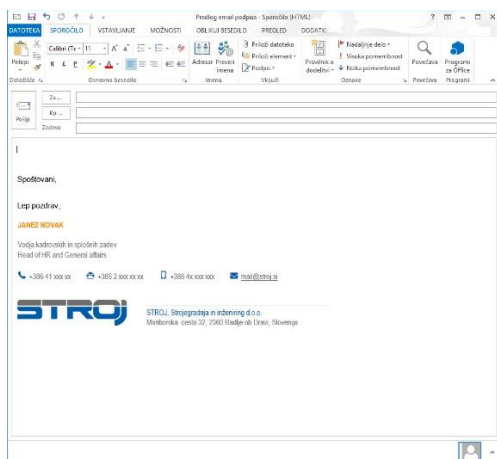**Example of Microsoft Slovenia signature**



**Example of Society of Composers, Authors and Publishers for Copyright Protection in Slovenia (SAZAS Society) signature**
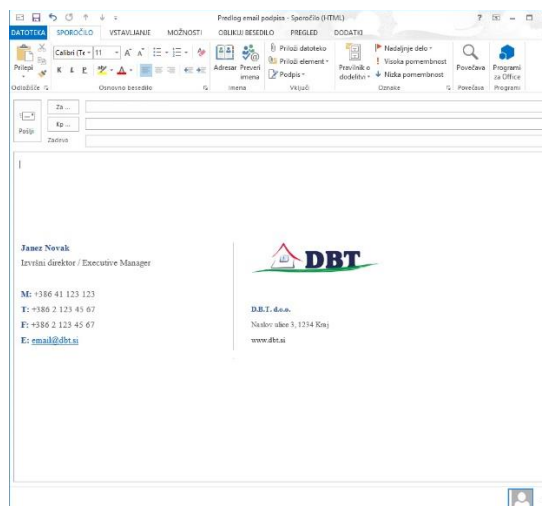


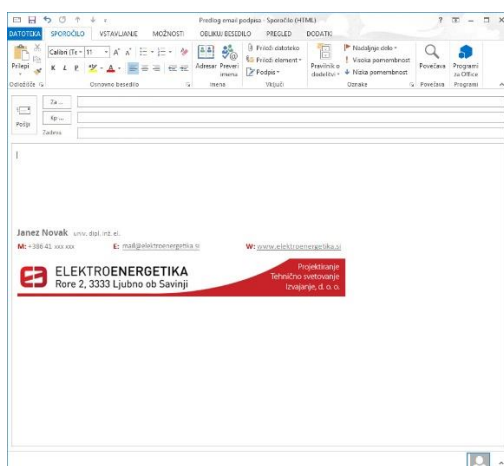**Example of the Rek d.o.o. company signature**

**Example of the Stroj d.o.o. company signature**



**Example of the DBT company signature**



**Example of the ELEKTROENERGETIKA company signature**

# About Stroka.si Group

**The Stroka.si Business Group – Stroka produkt d.o.o**. is a company specialized in quick and efficient IT solutions for organisations. It successfully maintains and provides support for a client base of more than **1180 customers**. In-house knowledge and creativity are complemented by collaboration with world-renowned software developers, such as Microsoft, Hewlett Packard, Samsung, Symantec, and many more. With its headquarters situated in Radlje ob Dravi, stroka.si holds offices in Ljubljana at Crystal Palace and in Trzin, as well as a subsidiary in Tirana (Albania). It employs **54 experts** from the field of information technology and business science. Stroka Business Group is one of the leading provider of **Microsoft cloud services** in Slovenia and it has managed to offer its innovative products on the global market. The development of the latest line of products and the strategy of introducing cloud services on the Slovene market has earned the Stroka Business Group the eminent title of **Microsoft Partner of the year 2013, 2017** and **2018**.

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