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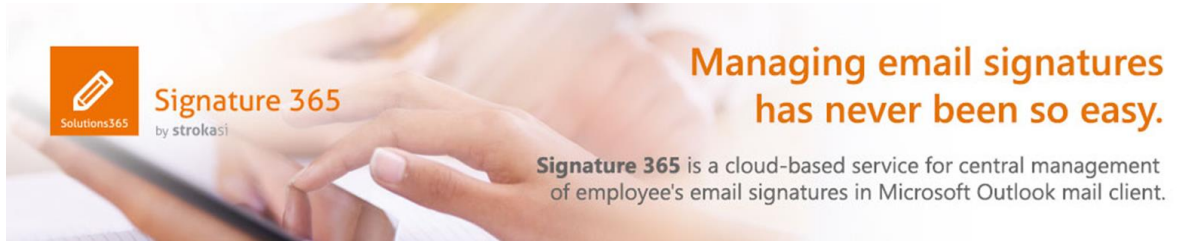
Signature365

by strokasi



Signature 365

Cloud-based service for central management of Microsoft Outlook Email signatures

Monika Kovačič, Aleš Rudolf, Miha Grobovšek

Stroka Business Group; 2019

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to the people

About Stroka Business Group

25+
years of experience

50+
experts

1180+
satisfied customers

1500+
completed projects

Our vision

IT to the people

Our mission

Quick and efficient IT solutions for organizations

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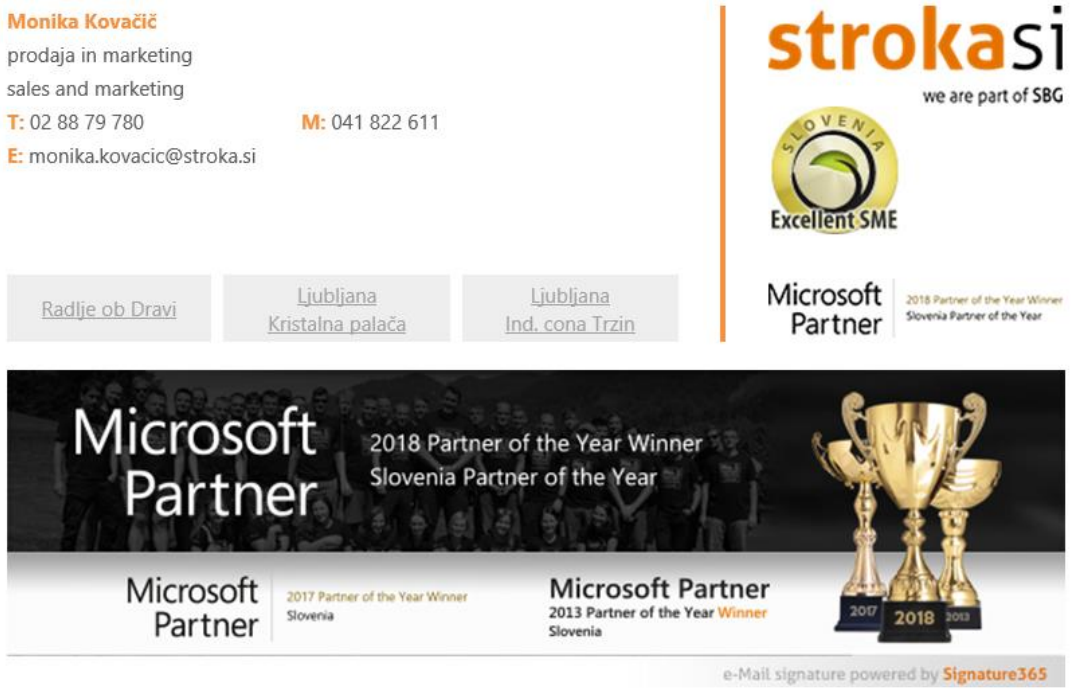
Signature 365 is …



Lep pozdrav/Best regards,

Nataša Purgaj
Marketing and Partner Sales Support Manager

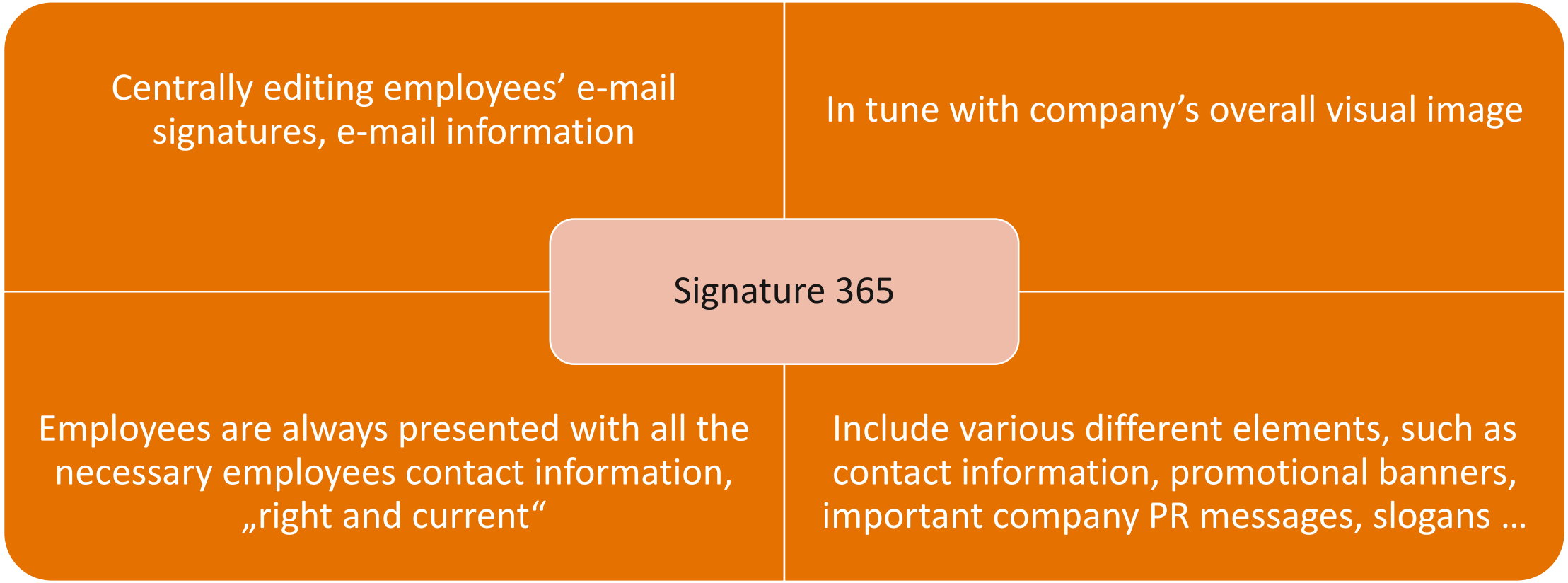
ALSO d.o.o.
Koprska 98
1000 Ljubljana, Slovenia

Telephone +386 8 200 5022
Mobile +386 31 654 422
natasa.purgaj@also.com

Key points

- Signature 365 description
- Target Market
- Customer audience
- Key advantages and features
- Arhitecture of the solution
- Technical architecture
- Signature 365 Examples

EFFICIENT SALES, MARKETING AND HR TOOL



TARGET MARKET

Small, Medium, Enterprise Business Partners

- For companies from 5 to more than 3000 employees/users
- Different business segments
- Sales and Marketing oriented companies (a lot of advertisements)
- B2C and B2B
- An additional measurable mktg/sales channel

CUSTOMER AUDIENCE (BDMs)

- **CEO, COO**
  - Centrally managed e-signatures, all necessary and required data included, image of the company, different sources
- **Marketing and Sales**
  - 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
- **HR**
  - Assured display of unified and up-to-date employee contact info
- **CIO or responsible for IT/external support**
  - Centrally managed e-signatures

Signature 365 – requirements

Outlook 2013 or a later version

Internet connection

Key advantages of “Signature 365”

- **Centrally** managed signatures for all users
- Unified appearance of the e-signature in accordance with the company’s visual image (CGP)
- Use of the e-signature for placing promotional activities targeted both at employees and the general public (marketing purposes)

Key features of “Signature 365”

- Editing via the unified administrator console – Signature 365 service
  - Simple management – add, remove, change data
- HTML design of the signature appearance
- Option of including image files and URL links
- Simple installation for email clients – Outlook plugin
- Low implementation costs

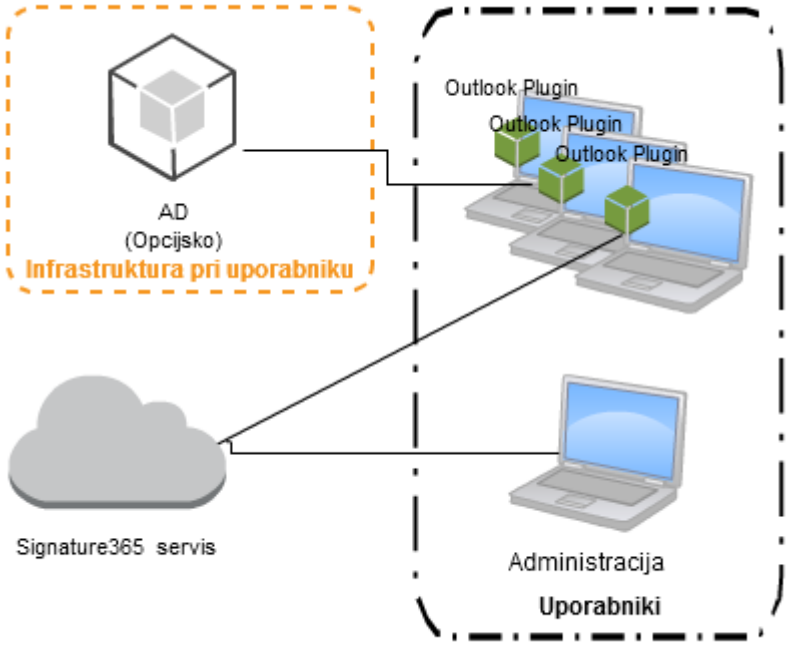
Architecture of the solution - version 2.0

Requirements (infrastructure):

/

Solution Architecture:

- Every email client has an **Outlook plugin**, which refreshes signatures & acquires images and links for the signature.
- The entire administration process is conducted using **the online app**.
- The user database can be kept as a list on **the website** or in the **Active Directory (not recommended & will probably be disused in the future).**



Advantages of the 2.0 version:

- Easier to use and manage
- No additional requirements for dedicated infrastructure by the user
- Better user experience when creating/designing signatures (WYSIWYG + preview)
- Minimal implementation costs
- The user can manage several companies simultaneously
- Possibility of importing user data from and to Excel files

Technical architecture

- ASP.NET MVC (administration app)
- It is hosted in Windows Azure.
- Cloud services for online app and internet service – larger scalability
- SQL Azure (Database)
- Blob storage (hosting installation file for the Outlook plugin – easier to publish newer versions)

Technical architecture - Azure resources used

Microsoft Azure

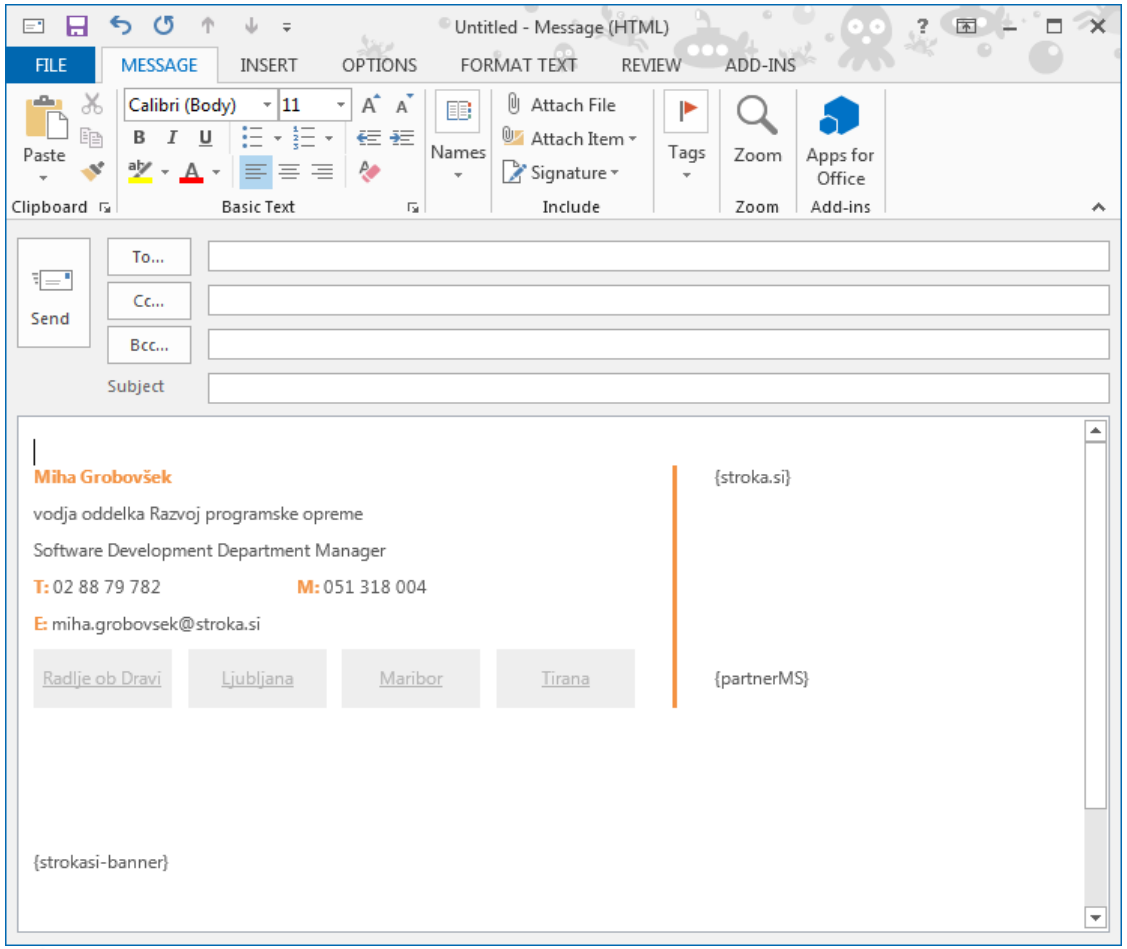
New customer registration procedure

- Administrator adds new customer, using Signature365 administration app

- Procedure:
    1. Add new customer's company (enter company name, address, number of licences purchased)
    2. Add new customer‘s user account (email is mandatory)
    3. Attach „company administrator“ role to newly created user account
    4. Send email to customer (with login information and short guidelines included)

Time required: aprox. 15 minutes

Example of a signature (before & after sending)



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Monika Kovačič
prodaja in marketing
sales and marketing
T: 02 88 79 780 **M:** 041 822 611
E: monika.kovacic@stroka.si

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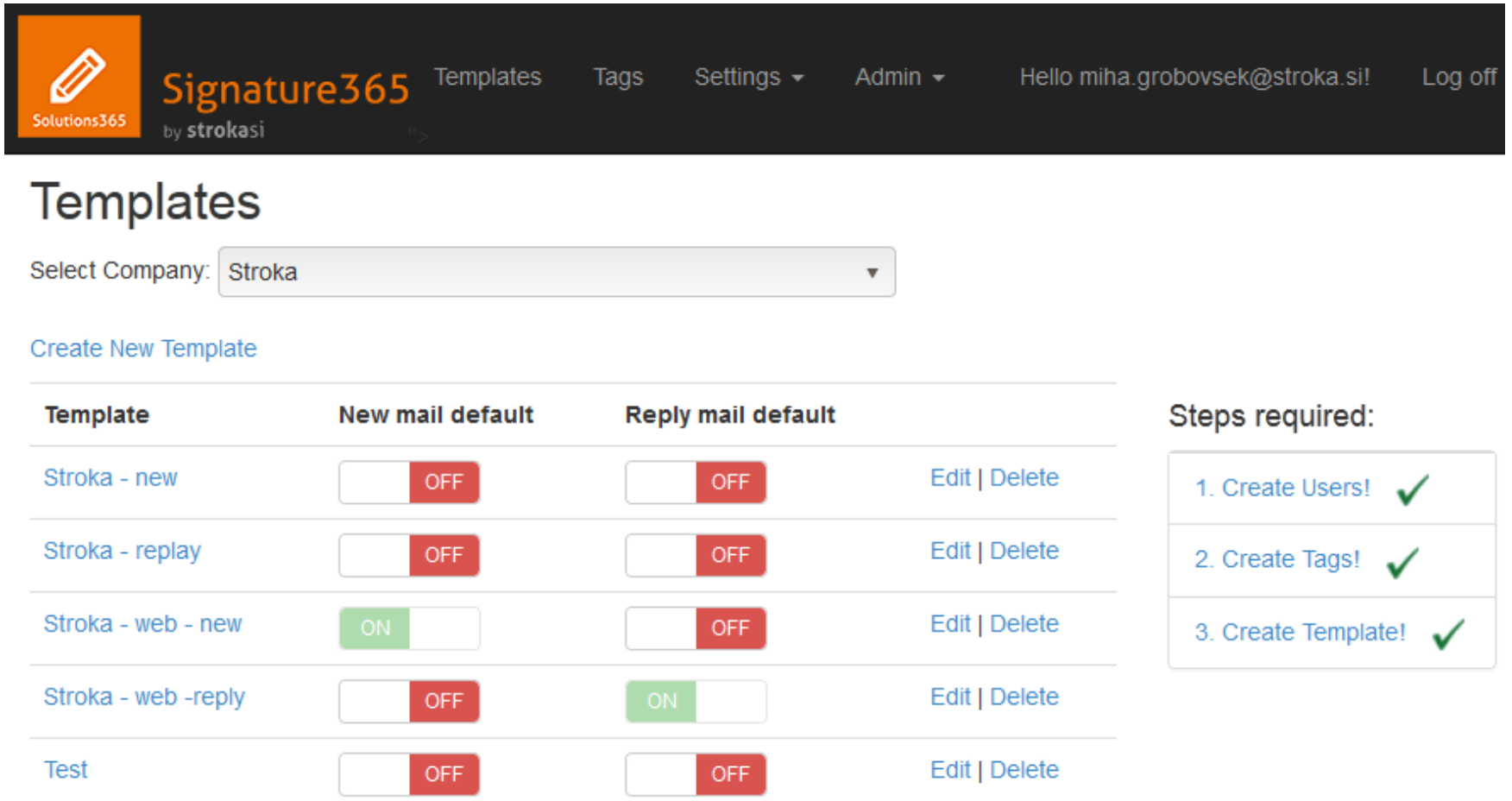
Radlje ob Dravi | Ljubljana Kristalna palača | Ljubljana Ind. cona Trzin

e-Mail signature powered by Signature365

Administration – managing templates



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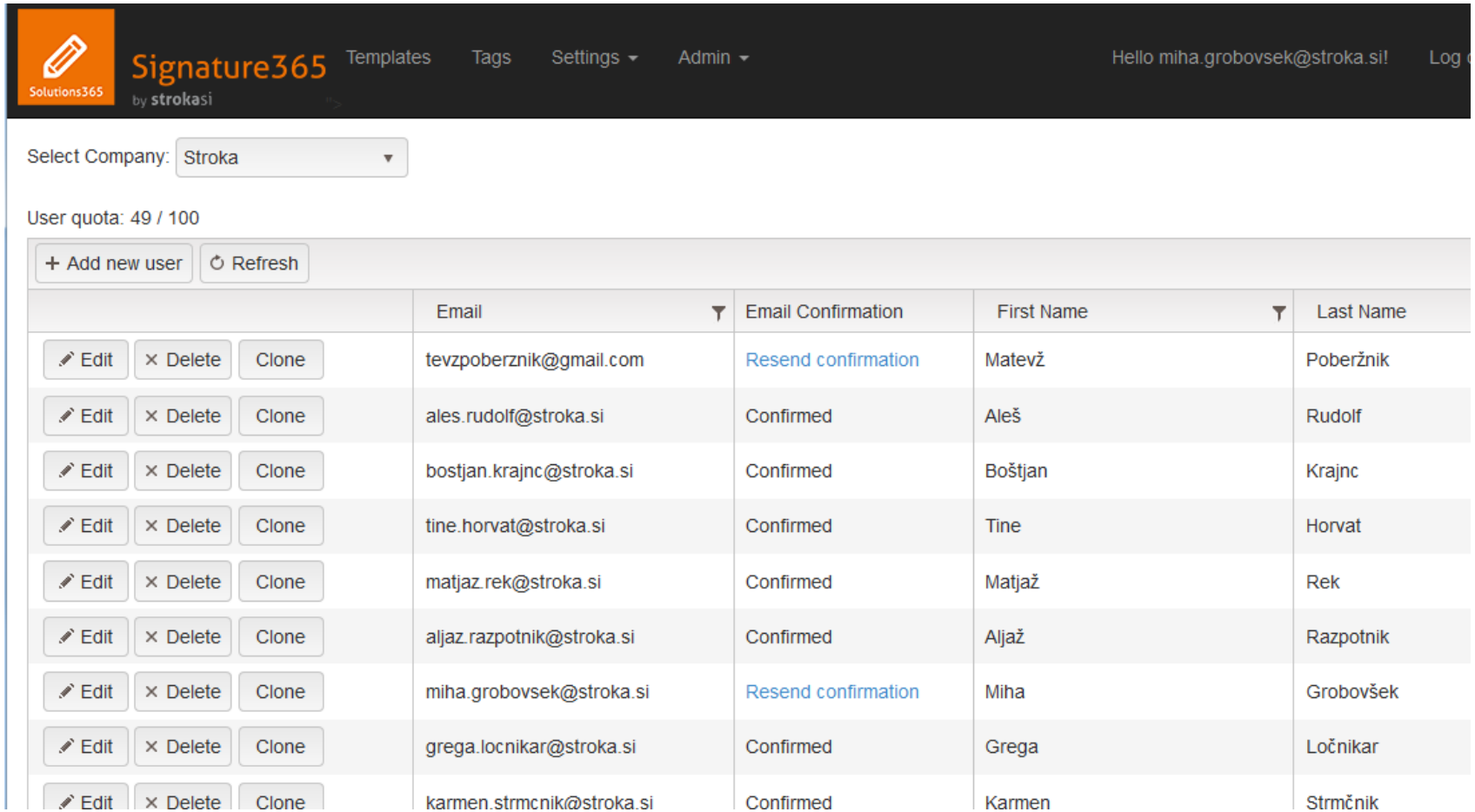
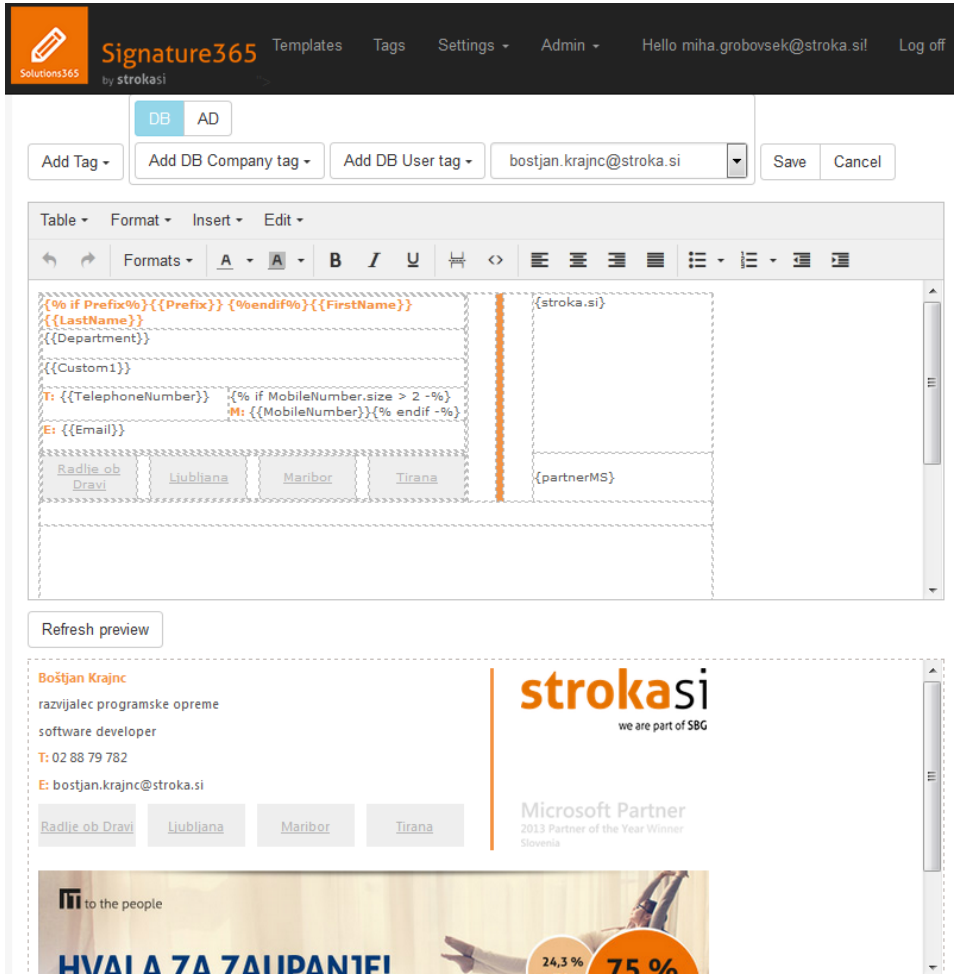
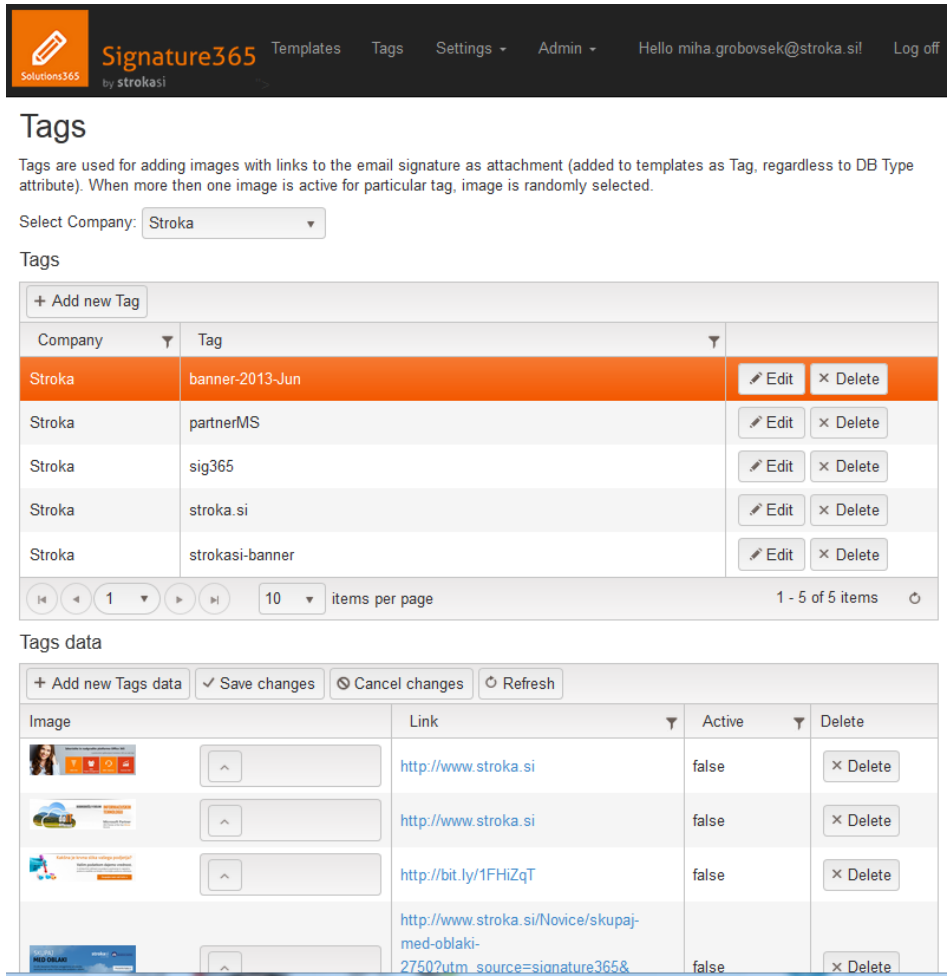
Administration – managing users



Administration – Designing templates/managing tags





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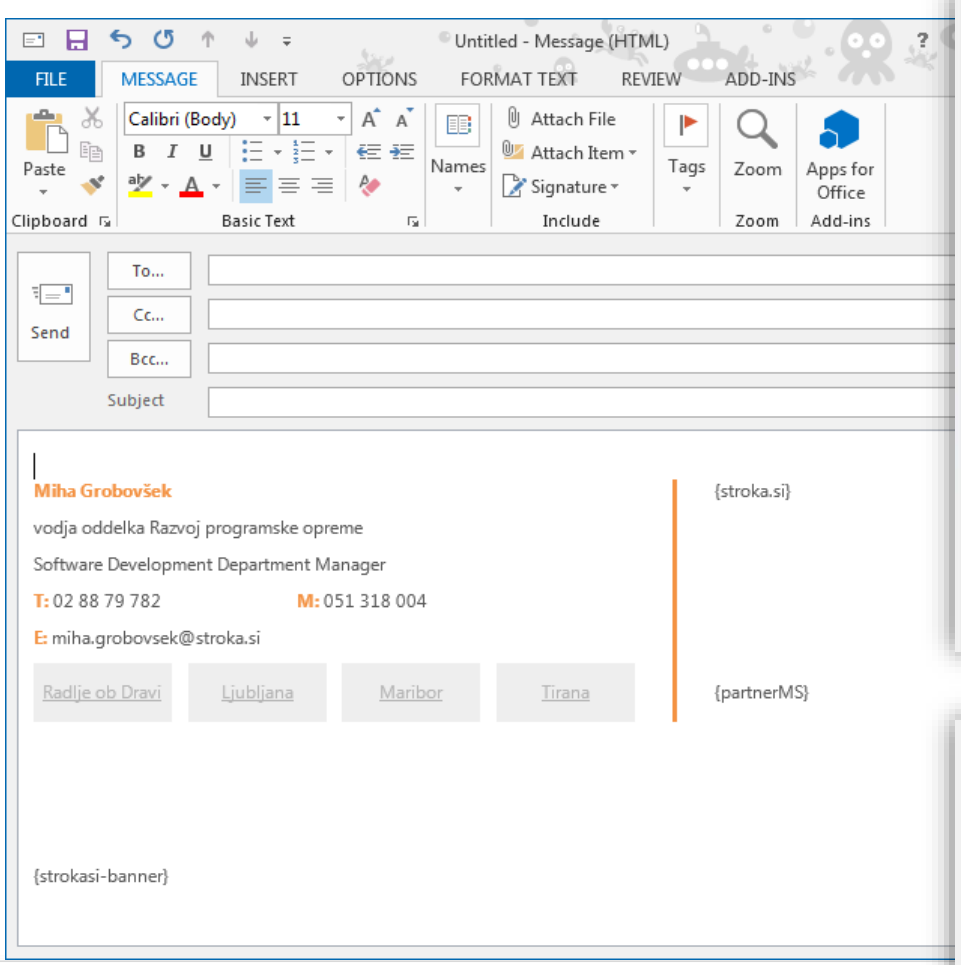
Examples of Signature 365 – new/reply



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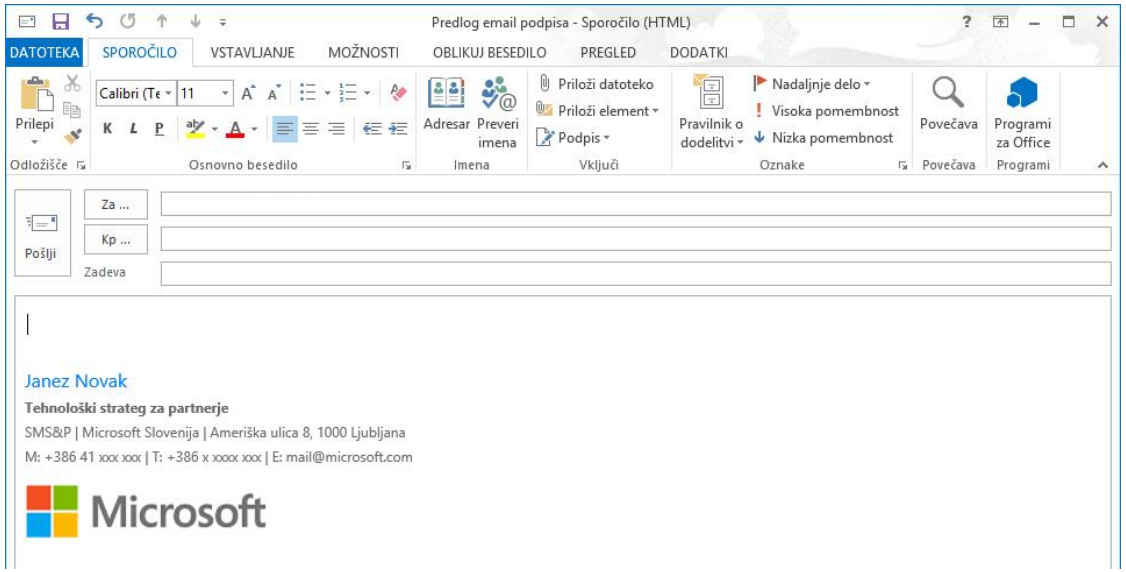
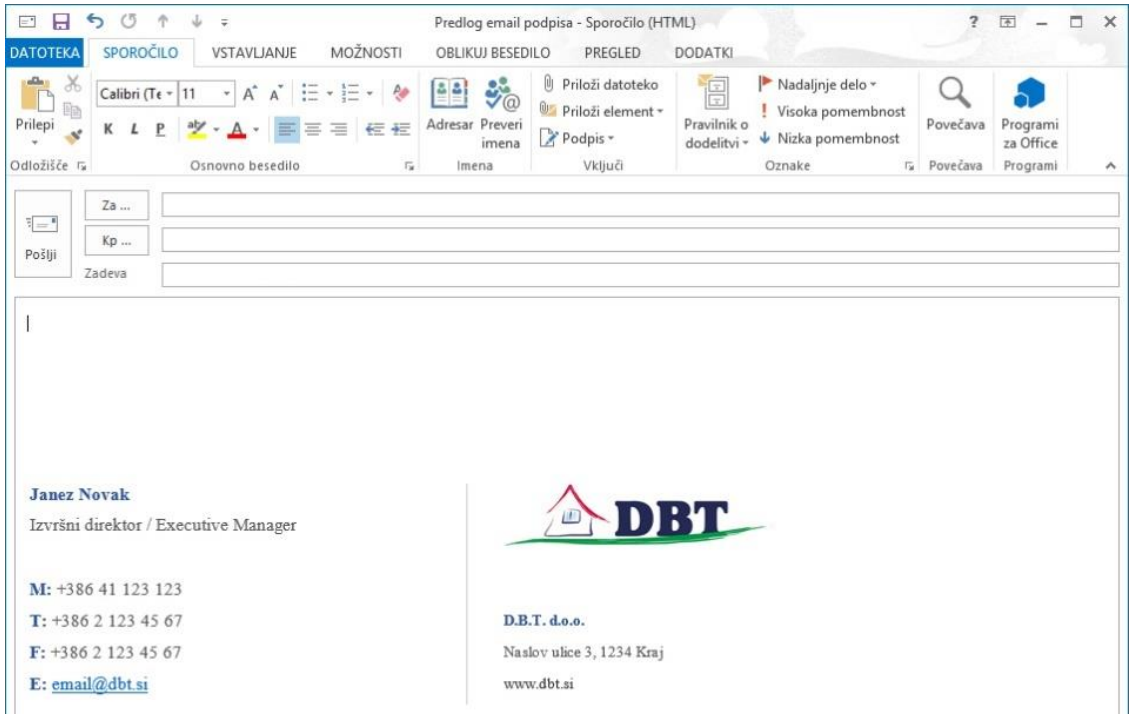
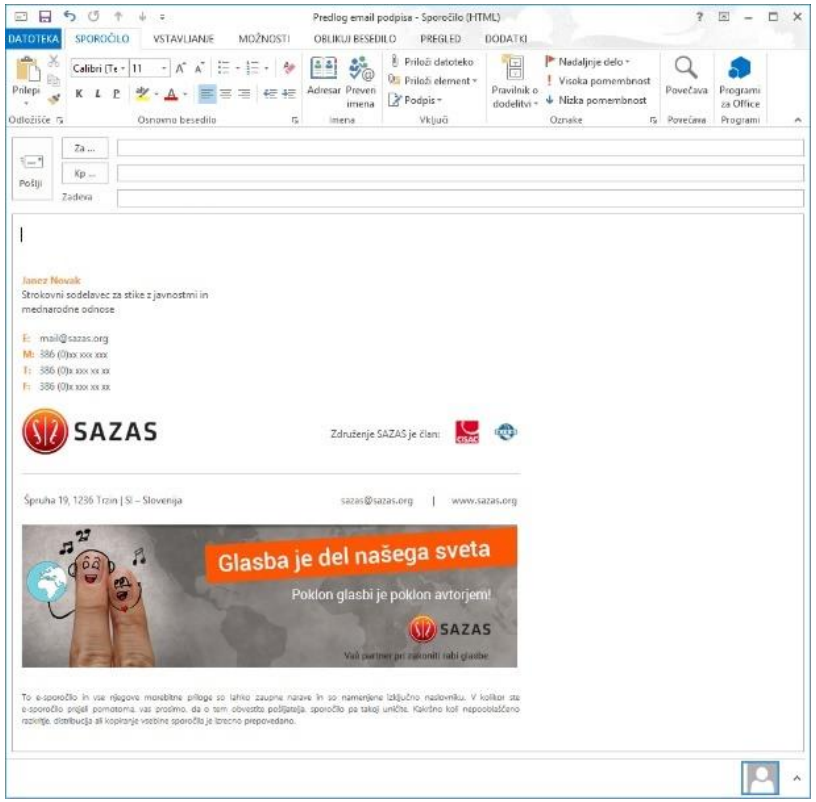
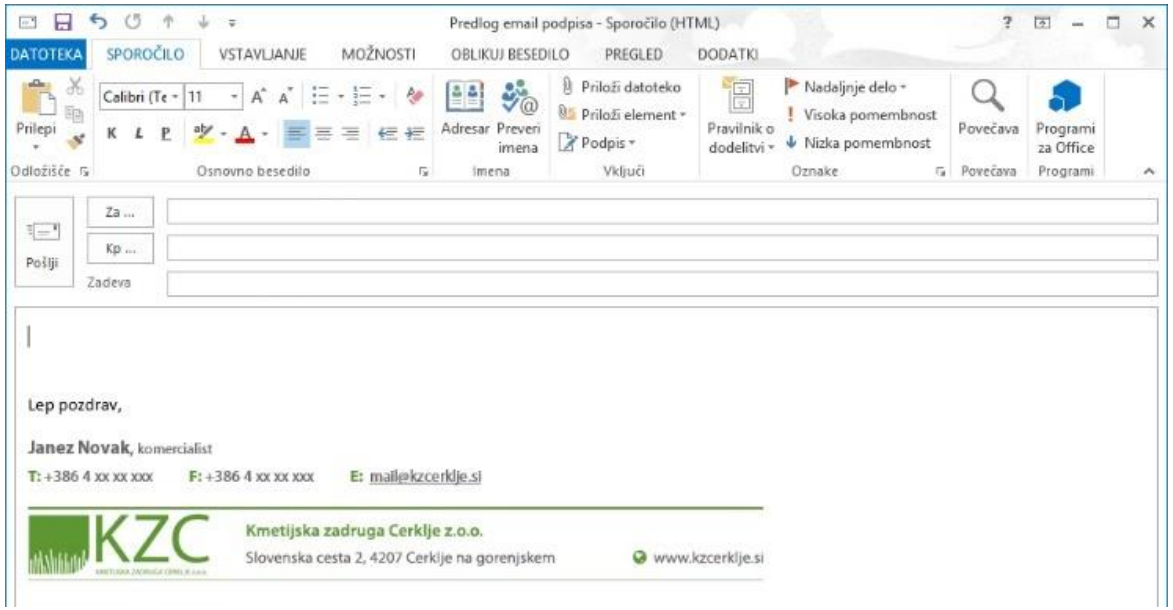
Examples of Signature 365






Predlog email podpisa - Sporočilo (HTML)
DATOTEKA
SPOROČILO
VSTAVLJANJE
MOŽNOSTI
OBLIKUJ BESEDILO
PREGLED
DODATKI
Pošlji
Za ...
Kp ...
Zadeva
Janez Novak
Strokovni sodelavec za stike z javnostmi in mednarodne odnose
E: mail@sazas.org
M: 386 (0)xx xxx xxx
T: 386 (0)x xxx xx xx
F: 386 (0)x xxx xx xx
SAZAS
Združenje SAZAS je član:
Špruha 19, 1236 Trzin | SI – Slovenija
sazas@sazas.org | www.sazas.org
Glasba je del našega sveta
Poklon glasbi je poklon avtorjem!
SAZAS
Vaš partner pri zaščiti vaših glasbe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Priloži element
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Nadaljnje delo
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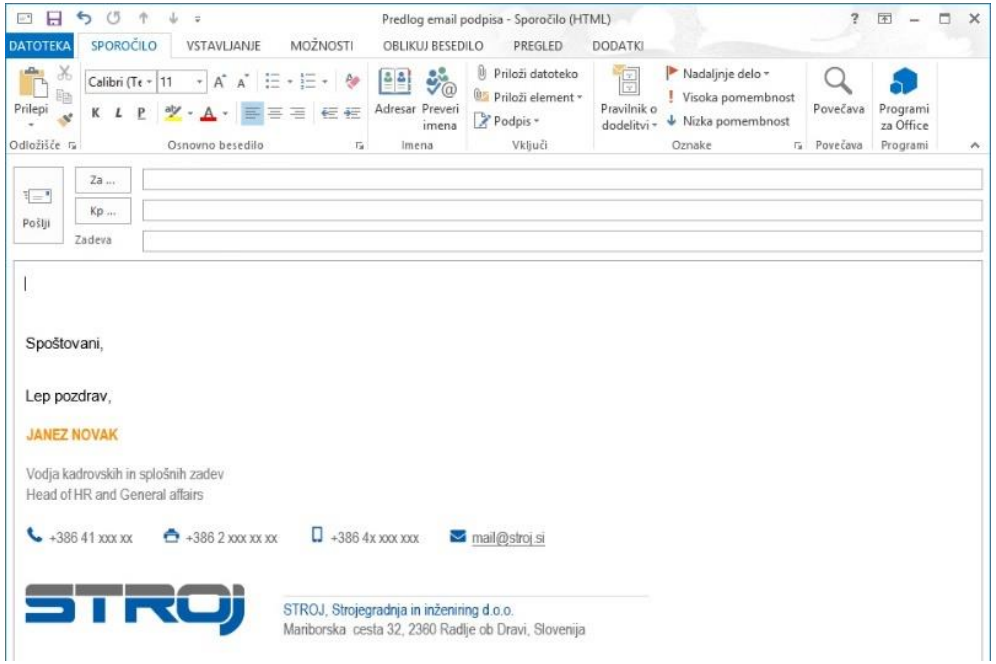
Povečava
Programi za Office
Odložišče
Osnovno besedilo
Imena
Vključi
Oznake
Povečava
Programi
Pošlji
Za ...
Kp ...
Zadeva
Lep pozdrav,
Janez Novak, komercialist
T: +386 4 xx xx xxx
F: +386 4 xx xx xxx
E: mail@kzcerklje.si
KZC
Kmetijska zadruga Cerklje z.o.o.
Slovenska cesta 2, 4207 Cerklje na gorenjskem
www.kzcerklje.si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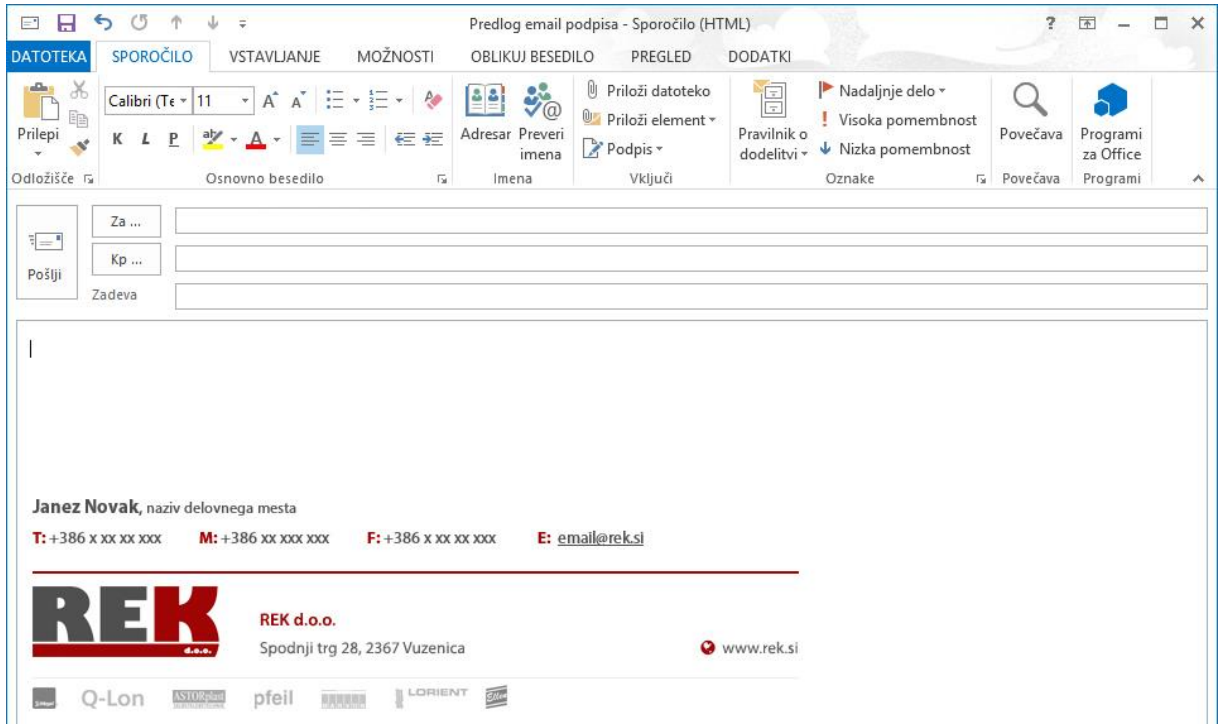
JANEZ NOVAK
Vodja kadrovskih in splošnih zadev
Head of HR and General affairs
+386 41 xxx xx
+386 2 xxx xx xx
+386 4x xxx xxx
mail@stroj.si
STROJ, Strojegradnja in inženiring d.o.o.
Mariborska cesta 32, 2360 Radlje ob Dravi, Slovenija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Programi za Office
Pošlji
Za ...
Kp ...
Zadeva
Janez Novak, naziv delovnega mesta
T: +386 x xx xx xxx
M: +386 xx xxx xxx
F: +386 x xx xx xxx
E: email@rek.si
REK d.o.o.
Spodnji trg 28, 2367 Vuzenica
www.rek.si
Q-Lon
pfeil
LORIENT

Ideas for the next version (2.1)

- More signatures for individual users/departments
- Standard templates
- Live variables – e.g.: adding senders & recipients in the URL link (follow campaigns)
- Departments
- Department administration

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