

## Introduction

Exclaimer provides solutions that allow organizations of all sizes to centrally design and manage corporate email signatures. These ensure all users get a professional and consistently branded email signature when sent from any device, including Macs and mobiles. Additionally, it provides large cost savings by reducing the load on current IT personnel.



## The Challenge

If you speak to any IT administrator, the one task that causes repeated stress is carrying out email signature updates. It's an arduous and repetitive job that does not always provide guaranteed results. What should be a simple task often turns into one that takes an inordinate amount of time.

## Common Customer Painpoints

- HTML email signatures on mobile devices and Macs aren't possible.
- HTML designs have to be copied and pasted into the disclaimer editor.
- Blank spaces can appear in contact details depending on the Active Directory data used.
- No way to place signatures under replies or create separate reply signatures.
- Need to create lots of Transport Rules for different departmental signatures.
- Email signature designs can't be tested before they are deployed to users.
- Images can't be embedded directly into signatures.
- Difficult to use signatures for targeted promotional purposes.





# The Exclaimer Advantage

Exclaimer's email signature management solutions eliminate any manual labor and gives companies centralized control over organizational signatures, with fast implementation and a wide range of features.

- **Intuitive signature deployment** - Centrally manage all corporate email signatures through an intuitive web portal. Ensure every user has a high-quality signature on every email, no matter what device or mail client they send from.
- **Drag-and-drop editor** - Easily create a company email signature by simply dragging elements into the template. Preview the signature with users' contact information. Update templates quickly and deploy changes instantly. Let non-IT teams control the signature design process.
- **Multiple signatures** - Create a shorter reply or internal signature. Create email signature templates for individual users, employees who speak various languages, different groups/departments or for the entire organization.
- **Advanced user management** - Grant access privileges to multiple employees and assign admin or editor rights. Limit access and add security to folders. Ensure the right people deal with signatures relevant to their department/business unit.
- **Recipient-based rules** - Choose if a signature is applied based on the recipient's domain or a single recipient email address.
- **New marketing options** - Ensure brand consistency on all corporate emails. Provide up-to-date news via social media icons. Schedule display banners with the time-and-date feature.

**1** **Contact details** taken from Active Directory/Azure AD to merge signature field data.

**2** Get consistent **branding** on all signatures across an entire organization.

**3** Use **promotional banners** to showcase special offers, upcoming events and important company news.

**4** Establish credibility with **certification** images.

**5** Get important customer feedback through one-click **survey** buttons.

**6** Add links to corporate **social media** profiles.

**7** Aid compliance with international email law with appropriate legal **disclaimers**.

The laptop screen shows an email signature for James Green, Graphic Designer at Greenorg. The signature includes contact information, a company logo, a promotional banner for an event in London, a survey button, and a legal disclaimer. Numbered callouts point to these elements: 1 points to the contact details, 2 to the branding/logo, 3 to the promotional banner, 4 to the certification image, 5 to the survey button, 6 to the social media icons, and 7 to the legal disclaimer.



## Customer Outcomes

- Save huge amounts of time updating signatures with a central platform and one-click updates.
- Increase trust and brand integrity by controlling how your company is presented on every email.
- Gain a new agility to manage and target promotional messaging in a critical business communications channel.
- Ensure regulatory compliance with appropriate company information, and disclaimer and confidentiality notices.



## The Highest Levels of Security & Service

### ISO Certified

Exclaimer Cloud has been awarded the ISO 27001:2013 Certification Information for Security Management. This makes it one of the most secure email signature management solutions available.

### Utilizes Microsoft's architecture

Exclaimer Cloud is built and hosted exclusively on Microsoft Azure, so all emails sent requiring signatures never leave the Microsoft Cloud environment local to you.

### Datacenter load-balancing

Exclaimer Cloud is hosted within 12 load-balanced Microsoft Azure datacenters worldwide and uses state-of-the-art tools and technologies to ensure 99.9% availability.



## Why Exclaimer?

Exclaimer is the recognized global market leader in on-premises and cloud-based email signature software and solutions. Headquartered just outside of London and with regional offices worldwide, its products are used by over 75 million users in 150+ countries.

Its diverse customer base includes renowned international organizations such as Sony, Mattel, UNICEF, AT&T, Bank of America, the BBC, Volvo, Canon, and many more organizations of all sectors and sizes.

Exclaimer is a Microsoft Gold Partner putting it at the top level of Microsoft solution partners. Since 2007, Exclaimer has consistently met all requirements asked of it to qualify as a trusted Microsoft Gold Partner that provides high-quality software solutions.

## Contact Us

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