

Signature 365

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

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Stroka Business Group; 2019

strokasi

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 ...

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e-Mail signature powered by **Signature365**

Lep pozdrav / Best regards,

Nataša Purgaj

Marketing and Partner Sales Support Manager

ALSO d.o.o.

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natasa.purgaj@also.com

A white cloud icon on a green background.

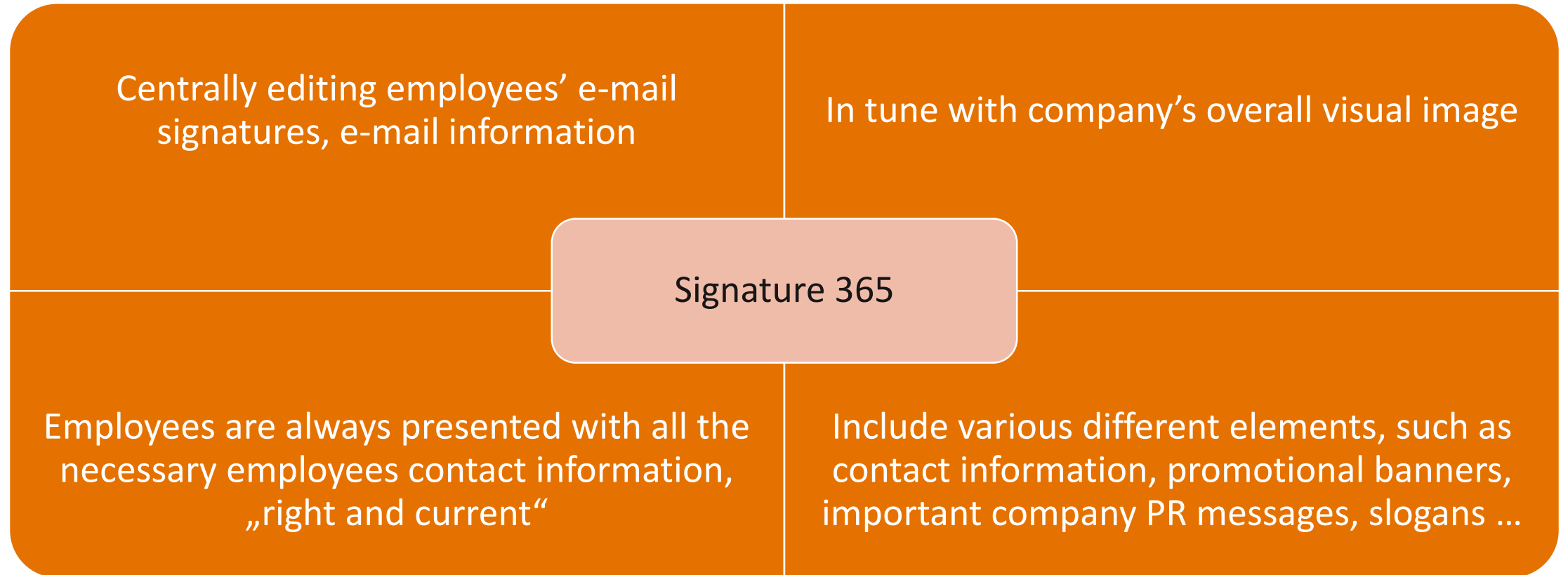
ALSO Cloud Marketplace
Zdaj je čas za elektronsko poslovanje

Več informacij

Key points

- Signature 365 description
- Target Market
- Customer audience
- Key advantages and features
- Architecture 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):

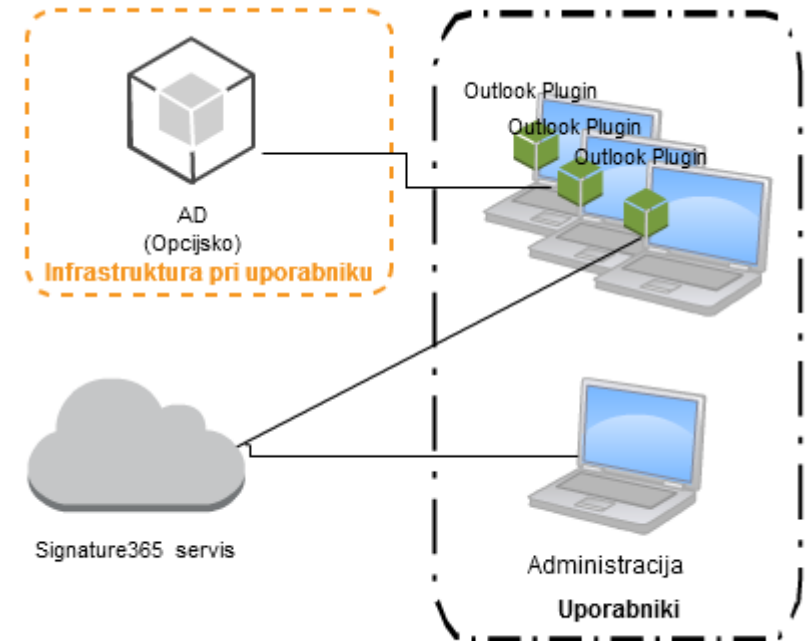
/

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



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)

[illegible][illegible]

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tehnologijo polimerov
Slovenj Gradec - visokošolsko mesto

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Soustvarjamo

tehnologije in materiale prihodnosti


www.stroka.si



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Administration – managing templates

**Signature365**
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TemplatesTagsSettings ▾Admin ▾Hello miha.grobovsek@stroka.si!Log off

Templates

Select Company: Stroka ▾


[Create New Template](#)

Template	New mail default	Reply mail default	
Stroka - new	<input type="checkbox"/> OFF	<input type="checkbox"/> OFF	Edit Delete
Stroka - replay	<input type="checkbox"/> OFF	<input type="checkbox"/> OFF	Edit Delete
Stroka - web - new	<input checked="" type="checkbox"/> ON	<input type="checkbox"/> OFF	Edit Delete
Stroka - web -reply	<input type="checkbox"/> OFF	<input checked="" type="checkbox"/> ON	Edit Delete
Test	<input type="checkbox"/> OFF	<input type="checkbox"/> OFF	Edit Delete

Steps required:

1. Create Users! ✓
2. Create Tags! ✓
3. Create Template! ✓

Administration – managing users

 **Signature365** by strokasi

Templates Tags Settings Admin

Hello miha.grobovsek@stroka.si! Log out


Select Company: Stroka

User quota: 49 / 100

+ Add new user Refresh

	Email	Email Confirmation	First Name	Last Name
<div>Edit Delete Clone</div>	tevezpoberznik@gmail.com	Resend confirmation	Matevž	Poberžnik
<div>Edit Delete Clone</div>	ales.rudolf@stroka.si	Confirmed	Aleš	Rudolf
<div>Edit Delete Clone</div>	bostjan.krajnc@stroka.si	Confirmed	Boštjan	Krajnc
<div>Edit Delete Clone</div>	tine.horvat@stroka.si	Confirmed	Tine	Horvat
<div>Edit Delete Clone</div>	matjaz.rek@stroka.si	Confirmed	Matjaž	Rek
<div>Edit Delete Clone</div>	aljaz.razpotnik@stroka.si	Confirmed	Aljaž	Razpotnik
<div>Edit Delete Clone</div>	miha.grobovsek@stroka.si	Resend confirmation	Miha	Grobovšek
<div>Edit Delete Clone</div>	grega.locnikar@stroka.si	Confirmed	Grega	Ločnikar
<div>Edit Delete Clone</div>	karmen.strmcnik@stroka.si	Confirmed	Karmen	Strmčnik

Administration – Designing templates/managing tags



 **Signature365**
by strokasi

Templates Tags Settings Admin Hello miha.grobovsek@stroka.si Log off

DB AD

Add Tag Add DB Company tag Add DB User tag bostjan.krajnc@stroka.si Save Cancel

Table Format Insert Edit

Formats A B I U  

```
{{% if Prefix%}}{{Prefix}}{%endif%}}{{FirstName}}
{{LastName}}
{{Department}}
{{Custom1}}
T: {{TelephoneNumber}} {{% if MobileNumber.size > 2 -%}}
M: {{MobileNumber}}{% endif -%}}
E: {{Email}}
Radlje ob Dravi Ljubljana Maribor Tirana
{{partnerMS}}
{{stroka.si}}
```

Refresh preview

Boštjan Krajnc
razvijalec programske opreme
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Radlje ob Dravi Ljubljana Maribor Tirana


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HVALA ZA VAŠO POMOČ

24,3 % 75 %

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Templates Tags Settings Admin Hello miha.grobovsek@stroka.si Log off











Tags


Tags are used for adding images with links to the email signature as attachment (added to templates as Tag, regardless to DB Type attribute). When more then one image is active for particular tag, image is randomly selected.

Select Company: Stroka

Tags







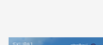

+ Add new Tag

Company	Tag	
Stroka	banner-2013-Jun	 
Stroka	partnerMS	 
Stroka	sig365	 
Stroka	stroka.si	 
Stroka	strokasi-banner	 

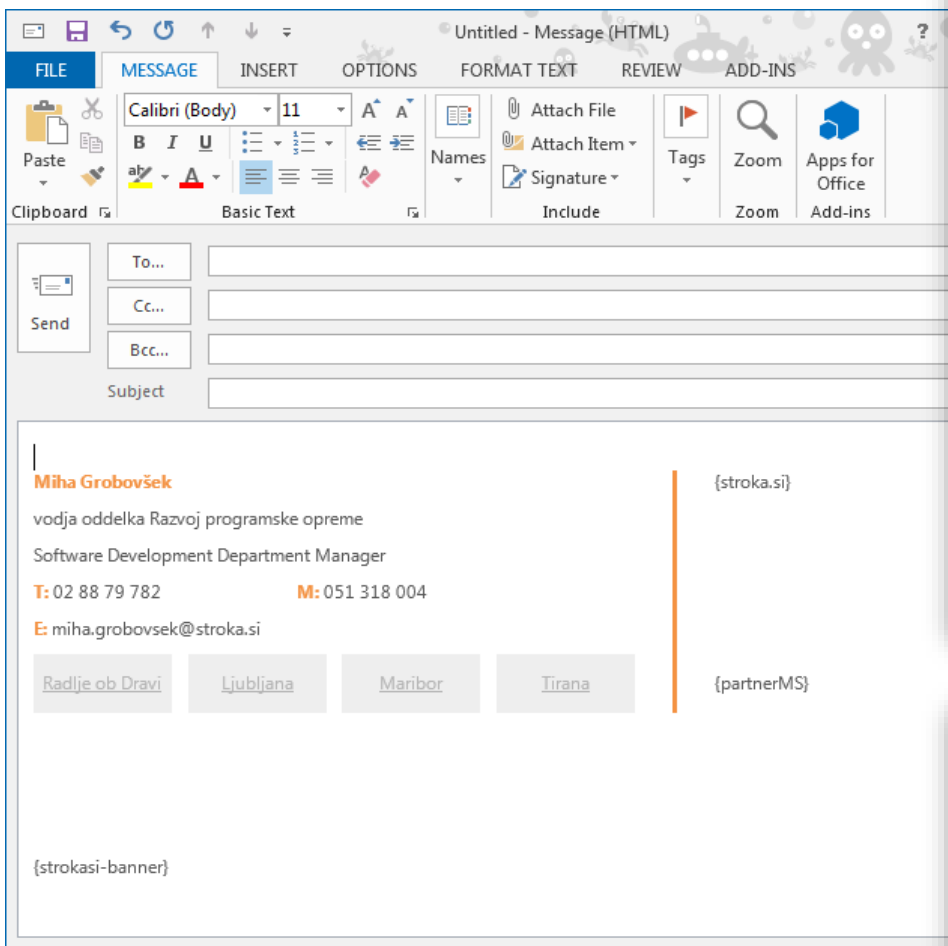
 10 items per page 1 - 5 of 5 items

Tags data

+ Add new Tags data ☒ Save changes ☐ Cancel changes

Image	Link	Active	Delete
	http://www.stroka.si	false	
	http://www.stroka.si	false	
	http://bit.ly/1FHiZqT	false	
	http://www.stroka.si/Novice/skupaj-med-oblaki-2750?utm_source=signature365&	false	

Examples of Signature 365 – new/reply



Phasellus congue nibh condimentum, porttitor felis faucibus, convallis elit. Fusce luctus ligula nisl, vel efficitur tortor lacinia ut.

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HVALA ZA ZAUPANJE!
V LETU 2016 NADALJUJEMO NA TEH TEMELJIH.

24,3 % ZELO ZADOVOLJNIH STRANK
75 % ZADOVOLJNIH STRANK
0,7 % NEZADOVOLJNIH STRANK

e-Mail signature powered by **Signature365**

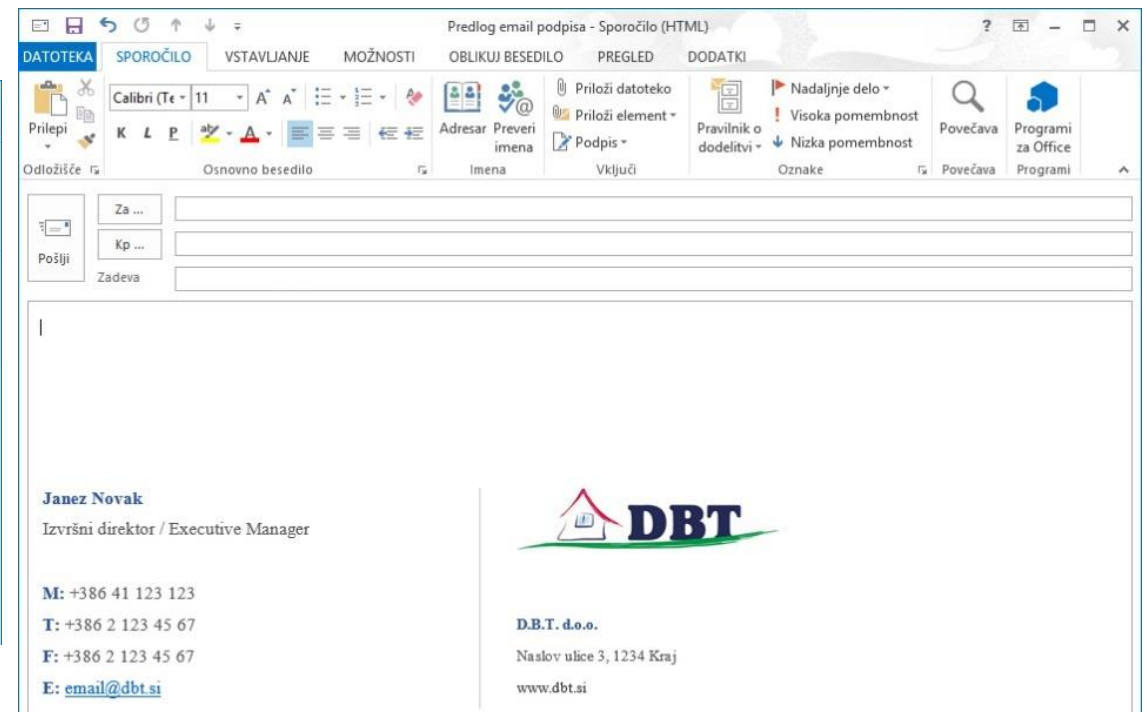
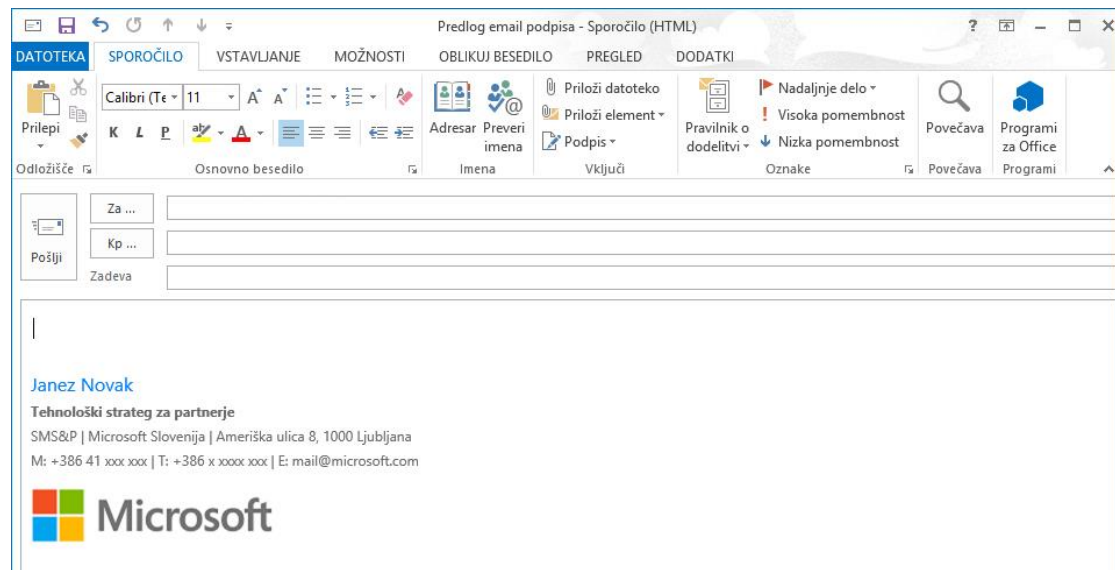
Miha Grobovšek
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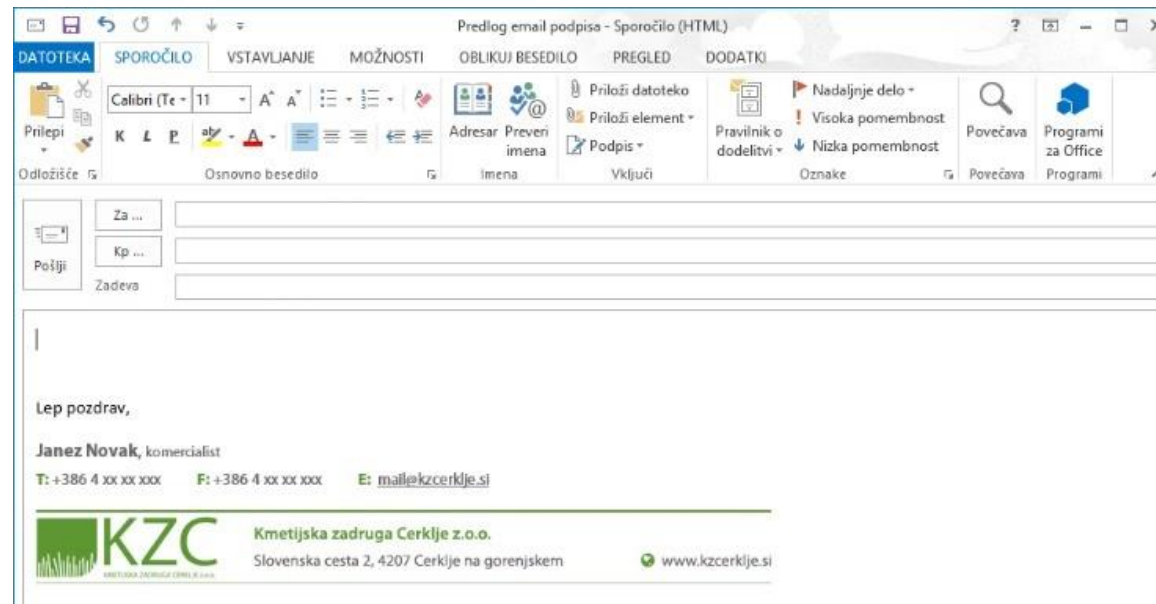
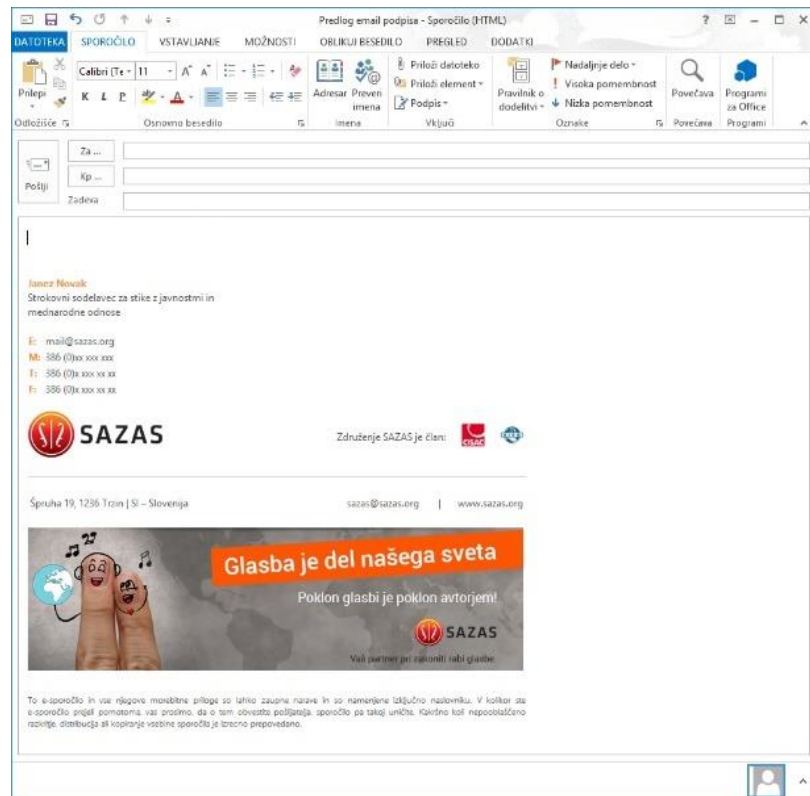
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Examples of Signature 365





Predlog email podpisa - Sporočilo (HTML)

DATOTEKA SPOROČILO VSTAVLJANJE MOŽNOSTI OBLIKUJ BESEDILO PREGLED DODATKI

Prilepi

Calibri (Te 11 A⁺ A⁻ K L P

Priloži datoteko Priloži element

Pravilnik o dodelitvi

Nadaljnje delo

Visoka pomembnost Nizka pomembnost

Povečava Programi za Office

Odložišče

Osnovno besedilo

Imena

Vključi

Oznake

Povečava

Programi

Za ...

Kp ...

Pošlji

Zadeva

Spoštovani,

Lep pozdrav,

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

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Predlog email podpisa - Sporočilo (HTML)

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Oznake

Povečava

Programi

Za ...

Kp ...

Pošlji

Zadeva

Janez Novak, naziv delovnega mesta

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REK REK d.o.o.
Spodnji trg 28, 2367 Vuzenica www.rek.si

Q-Lon ASTORplan 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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experience

50+

Experts

1180+

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