



SOUNDNETWORKS

Documentation

Case Studies

Electronics Manufacturer

Our customer, an electronics manufacturer based in Chippenham, was experiencing difficulties maintaining a consistent, professional looking email signature template throughout the company. This was important to them not only to reinforce their own brand and company details, but to illustrate their membership of relevant trade bodies, social media presence and ISO registrations.

Utilising Microsoft Exchange Online as their email system, signatures were applied directly within Microsoft Outlook, which meant that each time a change was required, this change would need to be made individually for each user. Changes included, job title revisions, brand updates, logo and membership changes and even the ability to add a promotion to an email. With over 50 users on the network, this was becoming a challenge which was getting out of hand. Additionally, it meant that emails sent outside of Outlook (for example, with a mobile device or via webmail) did not get the same, or sometimes any, signature applied.

To address this growing concern, we utilised Exclaimer Cloud – Signatures for Office 365. This provides the ability to control email signatures from one central, web-based location. After the system is setup and integrated in to the Exchange Online email system, email signatures are added via the Exclaimer Cloud in Microsoft Azure, so all users get the correct signature on every message. This means that users utilising Web Mail, Mobile Devices and even Macs will have the right signature too.

No software is required to be downloaded or installed locally and no changes need to be made on client devices anymore. After an email is sent by the client, it passes through the exclaimer cloud system and the correct signature is automatically appended as it passes through on its way to the recipient.

As a result of installing this system, it is now possible to...

- Maintain a standardised professional brand on all emails and maintain this on all emails – not just those sent with Outlook.
- Update contact details or add promotional items quickly.

- Make changes to the design or look and feel of all users' signatures by updating the design template once only.
- Make fast changes of job title on email signatures.
- Give different signatures to different departments.
- Notifications of impending system saturation.
- Have different signatures for internal emails than external.

