



Exclaimer Signatures for Office 365

PRODUCT SHEET

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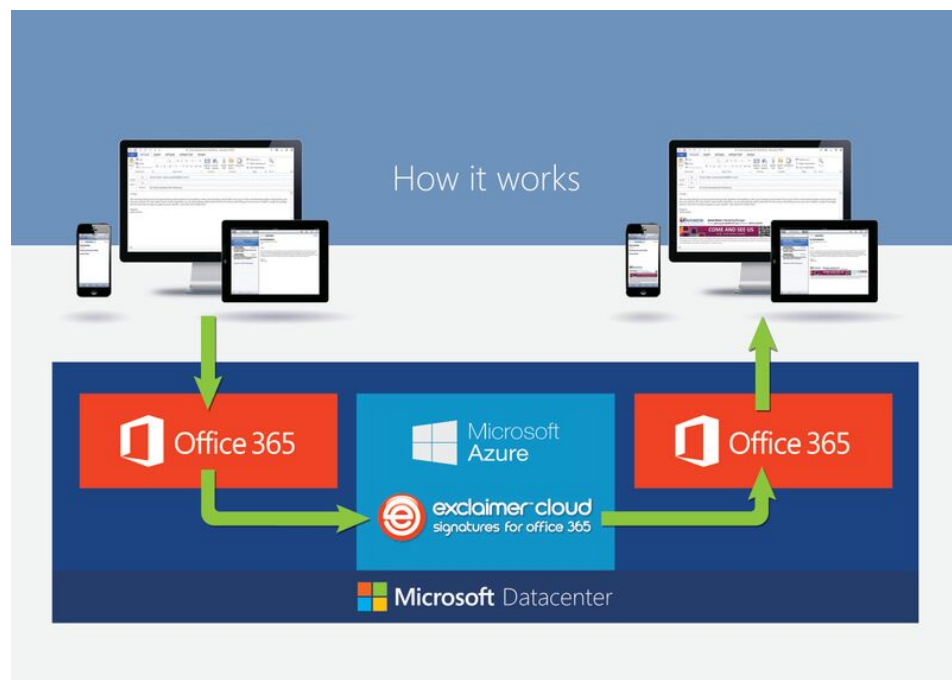
Version: 1.00

1. Solution Benefits

1.1. For the customer

1.1.1. General benefits

Exclaimer Cloud - Signatures for Office 365 provides a centrally managed solution for email signatures. It allows companies to ensure that all email being sent by employees from their domain bears a signature that is consistent with their company branding and style.



1.1.2. How it Works

- Controlled via an easy-to-use web portal.
- Mail flow flows from Office 365 to Exclaimer's Azure servers using Office 365 connectors.
- Regional, load-balanced Azure servers add signatures to all emails sent from any device.

1.1.3. Office 365 Business Features

With Signatures for Office 365, you get:

- A smart and intuitive UI designed for users of all IT abilities
- A large template library - signatures can literally be designed in minutes

Additional functionality:

- Insert signatures on all devices including mobiles and Macs
- Use different signature templates for individual users or various groups/departments
- Update any signature element and apply the changes instantly
- Ensure that no unauthorized user can modify or redesign signatures
- Easily add promotional banners, social media and more

1.1.4. Customer Pain Points

- Updating signatures is boring and time-consuming
- Difficult to manage across a company - no uniformity!
- No HTML signatures on mobiles and Macs
- Signatures need to reflect corporate brand
- Can't embed images in signatures
- No built-in HTML editor in Office 365
- Complying with email disclaimer law
- No ability to create separate reply signatures
- Blank spaces appearing in contact details
- Can't test signature designs

1.2. For the sales partner

1.2.1. General information

As an add-on to Office 365 this product is a great way of increasing revenue as it's a product that would be attached to each Office 365 mail user. For digital agencies it can be used as a way to extend the use of the branding they create for customers and can be easily added to a rebranding project to create recurring revenue and overall stickiness.

1.2.2. Comparison

Using transport rules inside Office 365 it is possible to add some standard text to all outgoing mail, however this is quite limited. Below you will find a comparison with the Exclaimer solution.

	Exclaimer Cloud	Office 365
Add signature under most recent reply	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Embed HTML images	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Convert plain text emails to HTML	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
HTML signatures on mobiles & Macs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Include Office 365 Directory details	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Assign signatures by group without additional rules	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hide contact sections with blank attributes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
HTML signature editor	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Preview signature while editing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

1.2.3. Target market and potential customers

The ideal Exclaimer customer profile

IT administrators

- Want to make signature updates simpler
- Want signature maintenance to be easier
- Want no impact on their IT infrastructure

Marketing departments

- Want consistent signatures for all users
- Want to easily add marketing banners and social media
- Want brand conformity
- Want to increase revenue and lead generation
- Want to comply with email disclaimer law

Customers of Digital Agencies

- Want to ensure visibility and consistency of their new branding or logo

1.3. Technical specifications

Exclaimer Cloud for Office 365	
Initial number of users	1
Available for	
Exchange Online	yes
Office 365 Business	yes
Office 365 Enterprise	yes
E-mail client software	
Outlook 2010	yes
Outlook 2016	yes
Outlook Web Access	yes
Mobile clients (iOS, Android, Windows Mobile)	yes

- The Exclaimer Azure setup uses load balancing to provide a single network service from regional Azure servers around the world. If one of Microsoft's Azure servers were to cease operating, the high-availability servers work together to ensure uptime and reliability.
- Measures are in place to ensure that the service scales with the increased number of tenants, maintaining reliability and uptime. All inbound connections are secured through SSL Certificates and TLS, which are constantly checked to meet current cloud standards.
- Exclaimer's 24/7/365 monitoring services automatically detect any service alerts, which are configured with escalation chains. The Exclaimer Cloud Service Health page provides key details on the service and real-time alerts are provided for all subscribers. You can even sign up to receive notifications via email and SMS should you wish.