

# ACTIVESIGNATURE FOR MICROSOFT OUTLOOK

The Danish Construction Association is an industrial- and employer organization for 6,500 businesses in the building, plant, and construction industry. For several years the organization used Lotus Notes and had a good solution for administering email signatures for this platform. When The Danish Construction Association in 2008 shifted to Microsoft Outlook it was very important for the organization to find a new solution that could administer email signatures in Microsoft Outlook.



At The Danish Construction Association they have always recognized the importance of having uniformity of their email signatures. Therefore the organization had for several years used a solution for administering their email signatures centrally. This solution was for Lotus Notes so when The Danish Construction Association in 2008 shifted to Microsoft Exchange and Microsoft Outlook a new solution was necessary.

This meant that The Danish Construction Association had to find a solution that would be able to administer and maintain the standardization of its email signatures in Microsoft Outlook. It was evident that the new solution had to have at least the same functionalities as the old one.

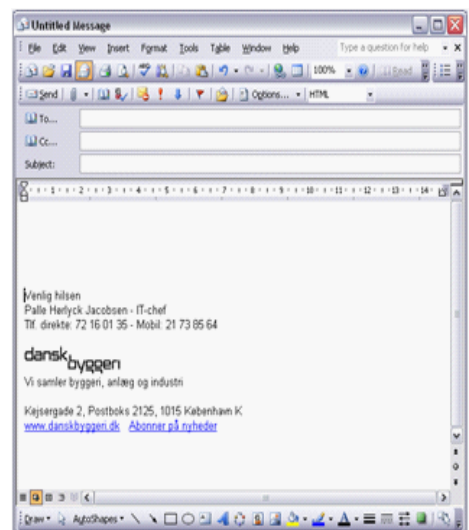
## TESTIMONIAL

The choice fell on ACTIVESIGNATURE, because it completely fulfilled the needs of The Danish Construction Association

In fact, the 200 employees at The Danish Construction Association have not felt any difference, because with ACTIVESIGNATURE, like the former solution, it is only necessary to work out the number of templates needed. No changes have been necessary on the administrative level either. It is still the graphical department that is responsible for designing the signatures, after which it is the responsibility of the IT-department to deploy the email signature templates to the employees.

Opposite from The Danish Construction Association's old solution, ACTIVESIGNATURE has a lot of extra functionality which the organization can and plans to use. The functionality with date controlled marketing campaigns, links, and different signatures to different Microsoft Active Directory groups is functionality that The Danish Construction Association is most likely going to use in the future. Because, as Palle Jacobsen says:

*" Things are constantly changing."*



The Danish Construction Association's email signature.

“ We were very satisfied with our old solution for Lotus Notes so when ACTIVESIGNATURE was just as good and perhaps also better, the choice fell on Fischer & Kern's solution. After we have taken ACTIVESIGNATURE in to production we haven't experienced any considerable differences from our old solution, and that was very important for us. ”

IT-Manager  
Palle Jacobsen  
The Danish Construction Association

## ABOUT ACTIVESIGNATURE

ACTIVESIGNATURE makes it easy to set a standard for the organization's official email signatures, while ensuring that all email signatures also contains the correct contact information.

Fischer & Kern's 6 reasons for choosing ACTIVESIGNATURE:

- Automatic Email Signature Supporting Microsoft Outlook Web Access:**  
ACTIVESIGNATURE automatically generates the employee's email signature and inserts it to all outgoing emails. By using ACTIVESIGNATURE the organization is able to have different signatures for new emails, replies, forwards, departments etc.
- Corporate Guidelines are Kept:**  
ACTIVESIGNATURE ensures consistency and uniformity of the organizations email signatures. This means that the employees creative email signatures containing smileys, animations, different logos etc. will be abolished. Thus, all outgoing email signatures will have a professional design.
- Correct Contact Information:**  
ACTIVESIGNATURE collects the employees contact information from a central data source such as Microsoft Active Directory. This eliminates errors such as misspellings or incorrect contact information.
- Email Signatures for Marketing Purposes:**  
ACTIVESIGNATURE can easily be used to market the organization or a new product. By using ACTIVESIGNATURE you are able to insert company logo, disclaimer, links to the organization's website, and day-to-day or date controlled marketing messages in the email signatures.
- No Administration:**  
ACTIVESIGNATURE does not require any administration. When a person gets employed, promoted, changes department or job position, the signatures are automatically updated from Microsoft Active Directory.
- No Installation on the Microsoft Exchange Server:**  
ACTIVESIGNATURE is a client side solution, which means that no installation on the Microsoft Exchange server is necessary. Because of this, ACTIVESIGNATURE can also be used in organizations that have their Microsoft Exchange server outsourced to a hosting partner.

## FACTS

- Central management of email signatures from an administration tool
- Supports Microsoft Outlook web Access
- Identifies email format and automatically inserts email signature in the correct format
- AD UPDATE module makes it possible for the users to edit selected fields in their signature
- Insert logo, news, and links in email signatures
- Unlimited number of email signature templates e.g. on Danish, English, and German
- One signature for new emails and another for replies and forwards

## ABOUT FISCHER & KERN

Fischer & Kern develops and markets products and solutions for Microsoft Outlook and Microsoft Exchange that improve our customer's administrative business processes.

Our competence and focus lie within the Microsoft Information Worker solutions area.

We were established in 1999 and our business is based on healthy market conditions, with time to engage in the specific customer's problems and needs.

