

ACTIVESIGNATURE FOR MICROSOFT OUTLOOK

The LEGO Group recognized the need for a more unified corporate identity. They wished to appear as a professional company which should reflect in their visual identity. However, they had no guidelines or standards for how they should appear visually.

The email signatures of the LEGO Group needed to be updated and unified, and it was decided to look for a solution that could administrate the official e-mail signatures and automate the process.

The LEGO Group is a privately held company with headquarter in Billund, Denmark. The company provides toys, experiences and teaching materials for children in more than 130 countries and is the world's fourth largest manufacturer of play materials. Globally the LEGO Group has approximately 9,000 employees.

Since the LEGO Group is a global company, there was a need to streamline their visual identity. Therefore, the LEGO Group initiated a Corporate Visual Identity (CVI) project, which meant streamlining everything from Power Point presentations to meeting rooms in order for the Group to appear as an uniform and professional company. There was among other things a need for streamlined email signatures, currently the employees on their own hand decided how the signatures should look. There were no standards or guidelines and the signatures looked very different with private pictures, homemade icons, fonts etc. Therefore, the LEGO Group saw ACTIVESIGNATURE as an ideal opportunity to standardize the email signatures in the organization.

TESTIMONIAL

After implementing ACTIVESIGNATURE the email signatures at LEGO Group are streamlined and managed centrally.

"I definitely think that it is more professional, our former solution was a mess...having uniform signatures is part of being a global organization, it gives transparency..." says Lars Ellegaard Andersen, Process Optimization Manager at LEGO Group.

The LEGO Group has also received positive feedback on the streamlined signatures and they now appear as an organization with an uniform visual identity.

"It just gives you a feeling that everything is under control, that's standardization!", Lars continues.

The LEGO Group has a yellow color as their corporate color, which is also shown in the e-mail signatures. On a long term, the plan is that each department with an individual brand will get their own signature.

Globally, the LEGO Group has 5,500 users, who use ACTIVESIGNATURE to administrate their e-mail signatures. Moreover, the LEGO Group has the module WEBMAIL for ACTIVESIGNATURE, which they have been very satisfied with, and they are also open to other modules like OUT OF OFFICE and TEMPLATE for ACTIVESIGNATURE, as a part of a more streamlined look externally.

FACTS ABOUT LEGO

- Headquarter in Billund, Denmark
 - Globally over 9,000 employees, of which 3,000 work at the headquarter in Billund
 - The LEGO Concern is the world's fourth largest manufacturer of play materials.
 - In 2010, the LEGO Concern had a surplus of 3.7 billions
 - The LEGO Konzern provides toys, experiences, and teaching materials in more than 130 countries.
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“ The collaboration has been very good, Fischer & Kerrn has helped us design the signatures and will probably also help us in the future. It has been really great! Our image has become more streamlined and it is more professional. ”

Senior Desktop Manager
Niels Myhlenfordt Kristensen
LEGO Group



OM 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 & Kerrn's 6 reasons for choosing ACTIVESIGNATURE:

- 1. 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.
- 2. 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.
- 3. 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.
- 4. 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.
- 5. 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.
- 6. 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 signatures 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 & KERRN

Fischer & Kerrn 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.

