

ACTIVESIGNATURE FOR MICROSOFT OUTLOOK

For a couple of years back, Agricultural Advisory Service Consult was looking for a solution that could manage their email signatures centrally. Back then, the organization was not aware of ACTIVESIGNATURE which meant that their choice fell on another solution. However, it didn't take long before it was clear that this solution not fulfilled the needs. Despite of this Agricultural Advisory Service Consult used this solution for about a year, and it was not until the organization was introduced to Fischer & Kerrn's products that the shift came.



Agricultural Advisory Service Consult is an organization that offers company counseling, primarily to the Danish agriculture. In order to provide the best counseling the organization has entered a partnership with other farming centers located in Denmark.

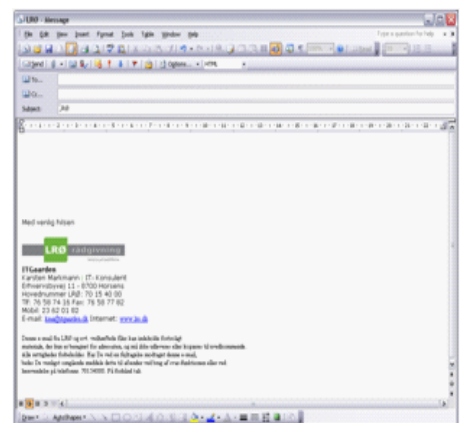
Agricultural Advisory Service Consult realized that it was necessary to find a solution, which could administer the organization's email signatures centrally. The management had already outlined a policy, as to how the organization's official email signatures should look, but still most of the employees had their own email signature design. There were some with logos, some with pictures, and some with titles, but only a few was actually following the guidelines from management. The organization with its 180 employees therefore did not seem like a uniform organization, which was damaging the overall branding of the organization. Therefore, the organization decided to look for a solution that could administer the employees' email signatures centrally. Back then Agricultural Advisory Service Consult was not aware of Fischer & Kerrn or ACTIVESIGNATURE, so the choice fell on another solution. It did not take long though, before it was clear that the solution did not fulfill the needs and expectations, but for about a year the organization chose to continue using the solution despite its shortcomings.

It was during a presentation of another product from Fischer & Kerrn, CONCIERGE SERVICES, that the organization became familiar with ACTIVESIGNATURE.

TESTIMONIAL

Since the Danish Agricultural Advisory Service Consult started aligning its email signatures back in 2005, the employees are not the ones experiencing a real difference after the shift to ACTIVESIGNATURE. However, from the IT department and the marketing department's point of view, the shift to ACTIVESIGNATURE has made the management of email signatures a lot easier.

Another advantage of ACTIVESIGNATURE is the way the solution is developed. ACTIVESIGNATURE stores all data in the public folders in Microsoft Outlook, which means that in order to use the solution, the only requirement is that the organization has access to these files. This makes ACTIVESIGNATURE very well suited for hosting companies, who want to offer their customers central administration of their email signatures. IT-Gaarden, the hosting company of the Danish Agricultural Advisory Service Consult, has chosen to take advantage of this and today IT-Gaarden is also offering ACTIVESIGNATURE to their customers.



Agricultural Advisory Service Consult's email signature.

“ After we had invested in CONCIERGE SERVICES, Fischer & Kern made us aware of ACTIVESIGNATURE and here we saw a solution that was better, cheaper, and easier to administer than the solution we used at that time. We were not really looking for a new solution to administer our email signatures, but ACTIVESIGNATURE had so many advantages compared to our old solution that we chose to shift solution. ”

IT-Consultant
Karsten Markmann
Agricultural Advisory Service Consult

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.

