

## CASE STUDY

# UNICEF NEDERLAND

UNICEF Nederland uses Exclaimer to manage all Microsoft 365 signatures and protect its corporate identity.



**UNICEF Nederland**, is one of the 33 National Committees that represent UNICEF International, the charitable foundation that actively works to provide a better world for today's children, particularly the most vulnerable. The Dutch Committee is responsible for raising funds that are implemented in 190 countries worldwide with the purpose of giving all children the opportunity to survive and develop. In addition, the Committee ensures that the Dutch Government adheres to the Convention on the Rights of the Child and is a co-founder of the Kinderrechtencollectief (Children's Rights Collective), a coalition of children's rights organizations.

## THE NEED FOR CONSISTENT CORPORATE BRANDING

UNICEF, as a global organization, has an easily recognizable brand that carries with it a powerful reputation. Its brand informs its ethos, heritage, and identity, as well as a huge amount of credibility. This obviously has to be maintained on all corporate communications and marketing materials. A properly formatted email signature with the UNICEF branding was therefore necessary so there would be no risk of harming this brand reputation.

However, using Microsoft 365 alone to manage signatures is not necessarily easy. It involves the creation of numerous Transport Rules and any signature design cannot be tested in advance. These limitations often make email signature management very difficult for an IT department and can take up a lot of time. With this in mind, UNICEF Nederland wanted to find an email signature solution that would make this whole process easier and less time-consuming.

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### INDUSTRY

Not-for-profit

### LOCATION

The Netherlands

### WEBSITE

[unicef.nl](https://unicef.nl)

## THE CHALLENGE

- ▶ Maintaining consistent branding on all corporate emails
- ▶ Relying on the limitations of Microsoft 365 Transport Rules
- ▶ Updating signature templates was too time-consuming

## THE SOLUTION

- ▶ Implementation of Exclaimer's Microsoft 365 signature solution
- ▶ New UNICEF signature template built by Exclaimer

## THE BENEFITS

- ▶ On-brand, uniform signatures applied to all emails
- ▶ Efficient and fast email signature management capabilities
- ▶ Deployed into other regions such as the UK, Germany, and New Zealand



## CHOOSING A MORE EFFECTIVE WAY

"We basically wanted to be able to control all Microsoft 365 email signatures from one location and ensure that all users had a design consistent with our corporate identity," explained John van Strien, ICT & Facilities Manager at UNICEF Nederland. "I did an online search for a third-party product to help us with this and Exclaimer was the first company I found. I had not heard of Exclaimer before, but it seemed to be the only company with a dedicated Microsoft 365 signature management solution."

"After reviewing all of the content on the Exclaimer website, we felt that this was exactly what we needed," he said. "The sales process was very easy and we were able to implement Exclaimer without any external assistance." UNICEF Nederland was also offered a special charity discount, a standard practice by Exclaimer that Mr van Strien further appreciated.

## BRANDING PROTECTED

It took only half a day to have Exclaimer Cloud up and running across UNICEF Nederland, with Exclaimer building the organization's new Microsoft 365 signature template. "So far, we've had nothing but good experiences with Exclaimer as a whole," said Mr van Strien. "The product has solved all of our issues 100% and I am pleased that we are now easily able to manage all email signatures. We are now starting to deploy Exclaimer for other UNICEF National Committees. So far, it is being utilized in the UK, Germany, and New Zealand, and I imagine it will be deployed in other regions in due course."

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**John van Strien**  
ICT & Facilities Manager

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