

# THE TOP 10 BENEFITS OF MIGRATING TO EXCLAIMER'S CLOUD SOLUTIONS

## Exclaimer Signature Manager has now been discontinued

This doesn't mean you have to lose control over your company's email signatures. You can still get the same level of control you had with Exclaimer Signature Manager by making the switch to Exclaimer's cutting-edge cloud solutions.

This isn't a hard choice to make, with there being many great advantages to using our premier signature management solutions. In this guide, you'll discover the top 10 benefits of moving away from Exclaimer Signature Manager to manage your company's email signatures and why you should make the switch today.



## The Top 10 Benefits

### 1. Multiple setup options

One of the advantages of moving to Exclaimer Cloud is the ability to deploy both server and client-side email signatures. If your users prefer to see their email signature in Outlook desktop when writing an email, they can with the client-side setup. For customers with internal controls or specific compliance reasons that do not want any emails to be processed by the Exclaimer service, this is the ideal setup. You can also deploy the server-side setup, which means email signatures are applied when sending from any web-enabled device and mail client. Finally, you can combine both configurations so that users can see their signature as they type and all emails are imprinted after they are sent.

### 2. Create and manage signatures online

Both of Exclaimer's cloud solutions, Exclaimer Signature Management Cloud and Exclaimer Signature Marketing Cloud, come with an intuitive drag-and-drop signature designer, meaning you're not restricted to managing and editing signatures on one device. You can easily create your company email signatures in minutes by simply dragging elements into the template, meaning no HTML skills are required. Integration with your user directory (Active Directory or Google Directory) ensures that every email signature has accurate contact information.

Exclaimer's cloud solutions also allow you to use custom attributes in your email signatures and as a way to apply signatures. Or, if you continue to use your local Active Directory once you've moved across to Microsoft 365, you can sync across your extension attributes to Azure AD and utilize them within our email signature solutions.

### 3. Allow multi-person access

You may be used to managing your company's email signatures by yourself with Exclaimer Signature Manager. However, with Exclaimer Signature Management Cloud and Exclaimer Signature Marketing Cloud, you can share access with anyone in your organization and assign admin or editor permissions. This means that IT can handle the setup and then hand the reins over to Marketing for signature design.

#### **4. Intelligent signature policies**

In Exclaimer's cloud solutions, you can group email signatures into folders, such as countries or departments, and add restrictions and rules. This includes restricting access of folders to certain Exclaimer editors and setting rules on the folders to ensure signatures will only apply to specified Microsoft 365/Google Workspace users.

These solutions also let you choose to apply a signature only to external recipients, to internal ones, or be really specific and apply signatures based on the recipient's email address or domain name. When choosing who the signature will apply to, you can choose a specific user, a Microsoft 365/Google Workspace group or a specific attribute like city or job title.

#### **5. User information management**

Exclaimer Signature Marketing Cloud integrates with your user directory also offers additional ways to manage user information that are more customizable.

Employees can fill in specific contact details themselves within a secure and simple to use portal. Alternatively, CSV files can be used to update user information in bulk, making it easy to establish new details such as gender pronouns, working hours or next holiday period.

#### **6. Enhanced marketing campaign control**

Exclaimer Signature Marketing Cloud allows for multiple promotional images and hyperlinks in every email signature design. Rules can establish which of several associated banners are applied. This ensures all evergreen messages remain in rotation, even during time-specific campaigns, and allows you to A/B test banner designs by tracking their specific click-rates.

Exclaimer Signature Marketing Cloud also allows you to easily track the effectiveness of your email signature templates. The solution includes two analytics dashboards for tracking how the solution is performing at achieving signature consistency and the engagement rates of your messaging.

#### **7. Built with security in mind**

Exclaimer was first awarded the ISO/IEC 27001 Certification Information for Security Management in 2016. This makes it one of the most secure email signature management solutions available. The ISO/IEC 27001 is an internationally recognized best practice framework for an information security management system and requires rigorous auditing before it can be achieved. We undergo independent third-party audits to certify us against ISO/IEC 27001, ISO/IEC 27018, Cyber Essentials, and more.

Exclaimer's cloud solutions are designed from the ground up, making use of cutting-edge technologies to ensure high performance and availability no matter the scale of your organization.

We also protect your data with encryption in transit and at rest, provide Microsoft and Google sign-in options for SSO, enforce MFA, and conduct security scanning during our development and on our infrastructure.

For more information, visit [Exclaimer Trust Center](#)

#### **8. Utilizes Microsoft's architecture**

Exclaimer's Cloud solutions are built and hosted exclusively on Microsoft Azure, so there is no need for you to pay for your own infrastructure. By utilizing the Azure platform, any email you send requiring a signature never leaves the Microsoft Cloud environment local to you. Azure provides ultimate scalability and flexibility, using the same technologies as other Windows platforms.

#### **9. Datacenter load-balancing**

Exclaimer's cloud solutions are hosted within 12 load-balanced Microsoft Azure datacenters worldwide, and if an incident occurs at one of these, a comprehensive cross-datacenter system is in place to ensure mail flow is maintained. Exclaimer Cloud uses state-of-the-art tools and technologies to ensure 99.9% availability and our 24/7/365 monitoring services automatically detect any service alerts. This ensures reliability, resiliency and high performance.

## 10. Access to further Power Ups

If you move to Exclaimer's cloud solutions, you can access our Power Ups that are designed to further enhance your email signatures:

- ✔ Exclaimer Signature Appointments Power Up – include booking links to offer convenient meeting scheduling.
- ✔ Exclaimer Signature Feedback Power Up – use 1-click surveys to obtain real-time feedback from recipients.

## What next?

Moving from Exclaimer Signature Manager to either Exclaimer Signature Management Cloud or Exclaimer Signature Marketing Cloud comes with many benefits, and the 10 listed in this guide are only the beginning! There is so much more you can do with your email signatures when you switch to one of Exclaimer's cloud solutions.

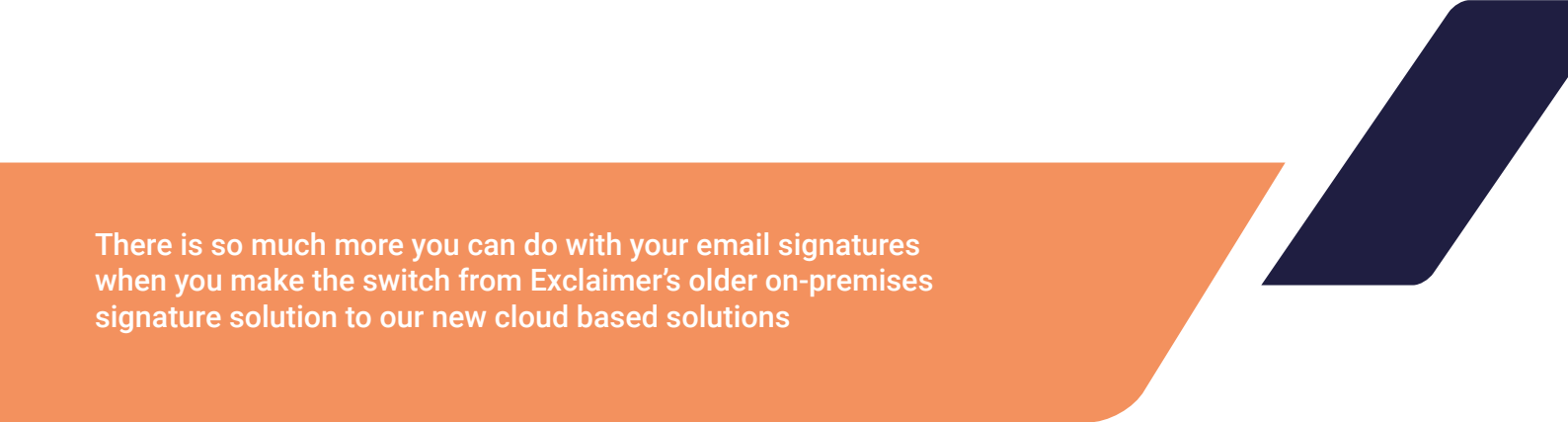
Whether you've migrated to the cloud or not, there has never been a better time to move to Exclaimer's cloud solutions. Click either the Free Trial or Online Demo button to get started today.

A dark blue button with a white diagonal line on the left side and the text "Online Demo" in white.

**Online Demo**

An orange button with a white diagonal line on the right side and the text "Free Trial" in white.

**Free Trial**

A large orange shape at the bottom left and a dark blue shape at the bottom right, both with diagonal lines, serving as a decorative footer.

There is so much more you can do with your email signatures when you make the switch from Exclaimer's older on-premises signature solution to our new cloud based solutions