EXCLAIMER COMPARISON SHEET

exclaimer

EXCLAIMER SIGNATURE MANAGER   VS   EXCLAIMER'S CLOUD SOLUTIONS

EXCLAIMER SIGNATURE MANAGER	EXCLAIMER'S CLOUD SOLUTIONS
Email signature management software for on-premises customers that has now been discontinued.	Cutting-edge email signature management solution for any Exclaimer customer whether they have already moved to the Cloud or not.
On-premises Signature Designer that requires knowledge of HTML to use.	Drag-and-drop signature designer that can be used by anyone regardless of technical skill.
Installed on a local machine via '.exe' file.	No installation required. Manage signatures via a web browser from any Internet-enabled machine.
Centralized management run by the IT team only.	Empower non-IT teams to design and manage email signatures such as the marketing department.
Mails are imprinted with signatures in local on-premises environment by Exclaimer Signature Manager before being delivered client-side via Outlook or server-side via Exchange (requires additional hardware).	Mails imprinted with signatures by Exclaimer before being delivered by Microsoft 365 or Exchange. Signatures can be applied both client-side and server-side.
Updates are only available with annual Software Maintenance Agreement (SMA), which will be discontinued in 2023. Updates are deployed manually via ExSync.	Once configured, no further maintenance is required. All updates by Exclaimer are automatically deployed.
Available in English and German.	Available in English, Dutch, German, Spanish, Portuguese, French, and Italian.
Signature templates will need to be rebuilt, the service will need to be setup, etc.	Seamless transition when migrating to Microsoft 365 at a later date. No service interruption or user training needed.
No analytics dashboards are included, meaning you cannot track how email signatures are performing.	Two analytics dashboards can be used in Exclaimer Signature Marketing Cloud. These allow you to fully understand the effectiveness of your email signature strategy.
No additional addons are available and no updates/ upgrades will be made to the core software package	Two Power Ups are available to enhance your email signatures. These let you add 1-click feedback surveys and appointment booking links. Additional Power Ups are also being actively worked on.

EXCLAIMER COMPARISON SHEET

	EXCLAIMER'S CLOUD SOLUTIONS	EXCLAIMER SIGNATURE MANAGER EXCHANGE EDITION	EXCLAIMER SIGNATURE MANAGER OUTLOOK EDITION
Full HTML signatures on all devices and mail clients	✓	✓	✓
Apply separate internal and reply signatures	✓	✓	✓
Automatically pulls across users' contact details	✓	✓	✓
Email signatures automatically updated with changes	✓	✓	✓
Different signatures for different departments	✓	✓	✓
Schedule signatures with a time-and-date range	✓	✓	✓
Test which signature will apply for a certain user	✓	✓	✓
Let users see their signature design as they type an email	✓	✗	✓
Drag-and-drop signature designer	✓	✗	✗
Manage via a web browser	✓	✗	✗
Automatic updates/upgrades	✓	✗	✗
Embedded images on emails when sent from any device	✓	✓	✗
Give editor or admin permissions to users	✓	✗	✗
Apply signatures based on the recipient's domain or email address	✓	✓	✗
Guarantee use of your custom font(s)	✓	✗	✗
Group signatures into restricted folders for easy management	✓	✗	✗
Restrict editing of signatures to certain users	✓	✗	✗
Select multiple promotional banners for each email signature design	✓	✗	✗
Share access with non-technical users	✓	✗	✗
Cloud-hosted solution within Microsoft Azure infrastructure	✓	✗	✗
No service account required	✓	✗	✗
No local installation required	✓	✗	✗
Supports Multi-Factor Authentication	✓	✗	✗
Multi-lingual interface	✓	✗	✗
Analytics dashboards	✓	✗	✗
Levy the unique Exclaimer Signature Equivalent Advertising Value™ metric	✓	✗	✗