

# THE GOODWOOD ESTATE COMPANY

The Goodwood Estate Company chooses Exclaimer Signature Manager Exchange Edition to unify their users' email signatures.

Comprised of a stately home, two golf courses, motor circuit, racecourse, aerodrome, and various top-quality leisure facilities, the Goodwood Estate Company is a luxury experience brand specializing in hospitality and sporting events. It is best known for its world-famous events, the Goodwood Festival of Speed, Goodwood Revival and Glorious Goodwood. Although the Goodwood Estate Company was founded in 1955, its history dates all the way back to 1697 when the first Duke of Richmond made Goodwood House his country retreat.

## The struggle to maintain consistent branding

When a company has over 300 years of history, it's important to consistently promote its brand across multiple platforms to maintain the image and reputation it has carefully built. Email is no exception when it comes to promoting a brand, which is why many companies see the value of high-quality email signatures.

However, for a company like The Goodwood Estate Company, trying to create and change email signatures manually for a large number of users is not an easy or quick task. The IT team at The Goodwood Estate Company needed to find a solution that would allow them to centrally control all users' email signatures, ensuring a consistent brand image was maintained and every user had the correct contact information.



**GOODWOOD**

## At a glance

Country: United Kingdom  
Industry: Sports / Hospitality  
Founded: 1955  
Website: [goodwood.com](http://goodwood.com)

### The challenge

- Inconsistent branding on corporate emails
- No ability to control every user's contact details
- Individual templates needed to be manually built

### The solution

- Installation and setup of Exclaimer's Exchange email signature solution
- Deployment across the whole company

### The benefits

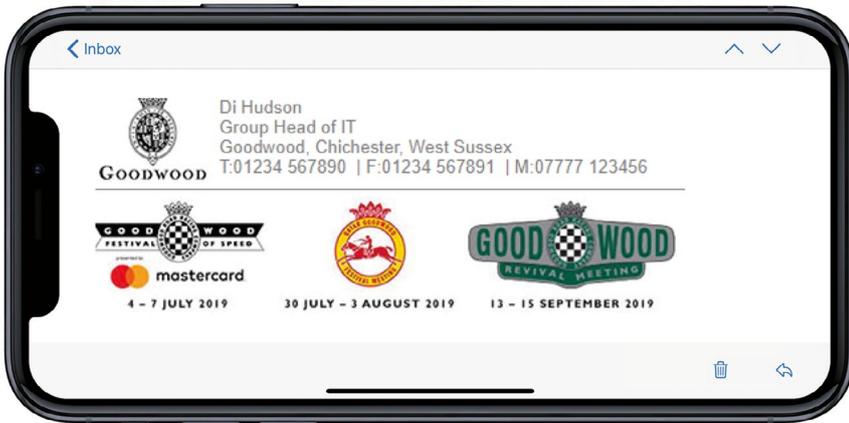
- No more manual email signature updates
- Multiple templates easily created and deployed
- Central management of all signatures

### Products and services

- Exclaimer Signature Manager Exchange Edition



“Although we already had email signatures in place, we were having to create and amend them manually for every employee,” said Di Hudson, Group Head of IT at The Goodwood Estate Company. “The issue we had with this method was that there was no brand consistency on emails, and no ability to control user’s details such as job titles.”



“We can now automatically assign email signatures to users’ accounts.”

“My experience with Exclaimer has been professional, clear, and concise.”

Di Hudson  
Group Head of IT

## Choosing a highly-recommended solution

“We wanted to find a solution that would enable us to manage each department’s email signatures globally and deliver over our brand,” stated Ms Hudson. “Many IT team members were aware of Exclaimer Signature Manager Exchange Edition and knew it was a good solution.”

“Before we began using the product, we needed to import everyone’s data into Active Directory as it was inaccurate and incomplete,” said Ms Hudson. “Once we had finished importing the data, we started the setup process. Signature Manager Exchange Edition was quick and smooth to deploy.”

## Automatic professional email signatures

It wasn’t long until The Goodwood Estate Company had their branded email signatures up and running. Di Hudson and her team no longer had to manually create an email signature every time a new employee started, this was all automatically done by Signature Manager Exchange Edition.

“My experience with Exclaimer has been professional, clear, and concise,” concluded Ms Hudson. “We can now automatically assign email signatures to users’ accounts, create multiple templates, and globally manage every users’ email signature from a central location.”

