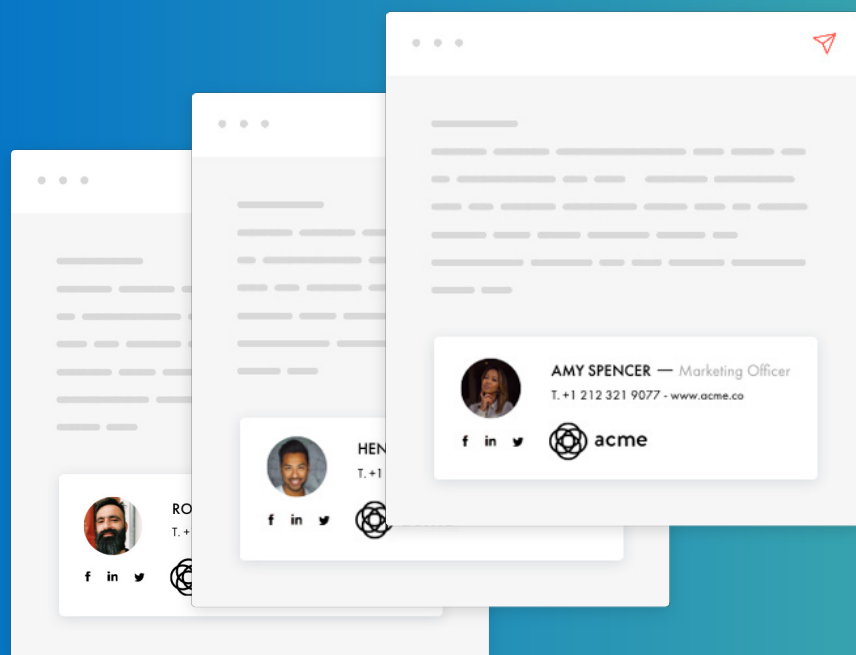


The Ultimate Guide to Email Signature Management on Office 365.

How many hours a month does your team spend helping coworkers fix, update, or implement their email signatures?

Let's make it zero.

Use this e-book as a guide to centralize and automate the management of all employee signatures on Outlook.



Letsignit

Email signature manager.

Microsoft
Partner

Gold Cloud Platform
Gold ISV



Office 365

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Having employees implement their email signatures is not efficient.

Why not automate the process?

Outlook is one of the world's most popular email clients – so, chances are if you are reading this your company already operates on Office 365. While Outlook comes with the latest technology and ongoing updates from Microsoft, you know very well that using **add-ins and integrations can enhance the platform even further.**

Email signatures are a critical piece of any business's operations in Outlook. If you find your IT team wasting time implementing signatures, then you are likely already familiar with the following pain points:

1. Setting up email signatures is **tedious and must be done manually or by using scripts** which need to be regularly updated.
2. Signatures **must be updated with a change in job title or branding.**
3. There is no simple way to audit or see whose signatures are out of date without **checking manually.**

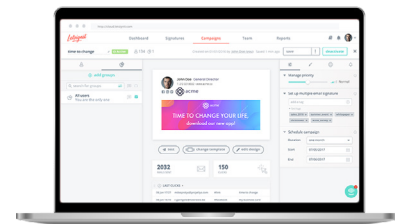
In this e-book, you will find 4 primary reasons why centralizing your email signature management via an automated tool like Letsignit is the solution you need to **eliminate these pain points.**

Save the IT department's time, money, and resources.



IT departments often end up managing email signatures anyways, because of:

- Lack of basic HTML knowledge among employees.
- Exaggeration or adjustment of information by employees.
- Broken formatting and off-brand content implemented.



How an email signature management tool can help: **Automation.**

This ends up with your IT team implementing one of two solutions:

- Implementing hundreds of employee email signatures by hand.
- Using scripts that easily break and must be continuously updated to push through email signatures.

Letsignit helps IT teams by **centralizing their email signature management into one easy-to-use platform.**

Drag, drop, and deploy hundreds of email signatures in **just a few clicks**. Save time while launching beautifully branded, consistent, and updatable email signatures.

With a platform this easy, another team (like marketing) could even take this off of IT's hands.

In short:

Automating email signature management **puts hours back on the clock.**



Transform Office 365 into a marketing tool.



Every day your company sends hundreds (if not thousands) of emails.

With every email comes a unique opportunity to deliver additional messaging to the recipient.

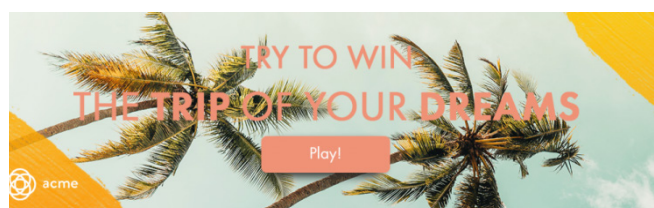
Email signatures can easily be used to promote:

- Links to your website, blogs, and articles.
- Buttons to your corporate and professional social media accounts like LinkedIn.
- Marketing banners for seasonal or active promotional campaigns.



How an email signature management tool can help: **Marketing.**

Letsignit's email signature banners allow you to easily promote events, sales, and marketing campaigns and can be implemented in just a few clicks.



In short:

Marketing banners make every email have an ROI.

Leverage Office 365 to ensure brand consistency.



There's nothing worse than seeing an employee's email signature with the company name **spelled wrong, an old logo included, or a distorted image inside.**

What's worse is the fear that looms of how you can possibly hunt down and get **all your employees to update their signatures with a change in logo or branding.**

Through the use of an automated email signature management tool, you can simply push through:

1. New logos
2. Color changes
3. Company name formatting
4. Design adjustments
5. Updated slogans

How an email signature management tool can help: **Consistency.**

Letsignit has helped **thousands of companies create consistency in their email signatures.**

Take for example **Pace Center for Girls**, who was struggling to manage their 600 employee signatures in a hybrid IT environment.

Using the email signature management tool, Pace has **one platform, at one price, and the ability to create consistent email signatures for all their employees.**



In short:

Consistency truly is **key to success.**



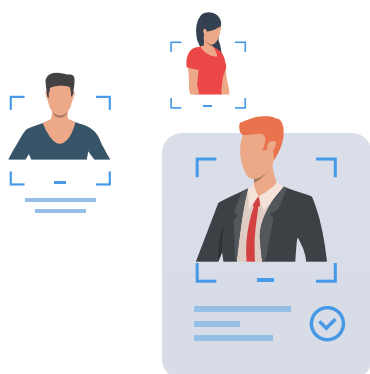
Differentiate signatures by roles or departments.



Think all of your company's employees should have the same signature format?
Think again!

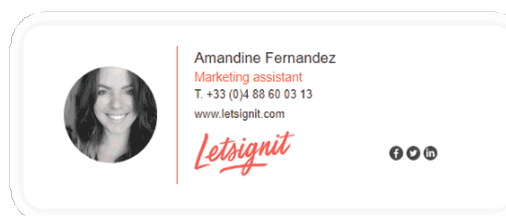
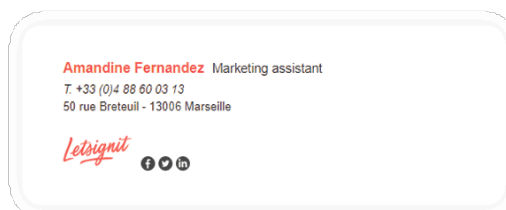
Different departments have different needs in terms of the formality and content of their signature. Consider your:

- Sales team, who should prioritize call-to-actions such as links to the meeting booking software.
- PR or communication team, who should prioritize linking to your website's media relations page.
- C-suite, who should have formal signatures with their photo and links to their professional social media accounts for networking.



How an email signature management tool can help: **Variation.**

An email signature management tool, like Letsignit, will **easily allow you to set rules** and **assign signatures to different users**. With the click of a button, you can change an **entire department's signatures**, without any implementation on the part of the teams themselves.



In short:

Different teams have different priorities, and can **benefit from different signatures**.

Leveraging the cloud for simple email signature management.



In addition to the four reasons that adopting an email signature management tool can benefit your team, there is another critical function of these tools as well: **adopting a cloud-based and secure strategy**.

Microsoft Azure + Office 365

With seamless alignment between Microsoft Azure and Office 365, end-to-end continuity for email management is offered without the need of a "tailor-made" application. Thus, you can **synchronize thousands of contacts into Letsignit's platform via Azure Active Directory** without going through complex request procedures.

Enhanced Security & Privacy

By moving more operations into the cloud, your company can benefit from Microsoft Azure's infrastructure to eradicate various cyber-security threats linked to breaches. **Updates are performed regularly** and **vulnerability scanning is performed by the Microsoft Security Center (MSRC)** and **independent reviewers 24/7**.

Also, confidentiality issues are handled by the cloud. Azure has obtained certification for the **Privacy Information Management System (PIMS)** in response to ISO / IEC 27701.

Azure thus provides a set of **management and operational controls to demonstrate compliance with privacy laws and regulations**. This certification adds to the many others that govern security. In addition, data transfer can be encrypted to ensure confidentiality and data integrity. Finally, customer data is **not accessible to third parties** without authorization and identification.

On-Premise + Cloud: Connected

Not all companies have made the choice to switch their email to the cloud yet. A connector (or management agent) positioned on the Exchange server located in the company, ensures the **transfer of information in a fluid and transparent manner between the cloud and on-premise servers**. An API is used to create the connection to the local Active Directory and to transfer the data by HTTPS and JSON to the Letsignit cloud.

By using this synchronization method, all information is processed by regular exchanges. This makes various actions seamless, such as **constantly updating the information in directories, updating signatures, or adding new employees**. An equivalent flow is deployed for receiving and sending emails from local Exchange servers to Letsignit's infrastructure, where the email will be signed before being sent to its recipient.

International Considerations

Azure Data Centers allow you to be present in multiple regions - France, Brazil, Canada, the US, and Southeast Asia. The key for customers is **compliance with the regulations in their country and low latency for service access**.

If the administration of Letsignit is centralized, the global administrator can appoint **“auxiliary” administrators for each subsidiary of the company**. Each admin will thus be autonomous in the management of their signatures.

Azure Single Sign-On

It is well known that the number one cause of calling the IT helpdesk is the loss of a password. . . and these requests multiply with each new application offered to users. To avoid this side effect, Letsignit **adopts the same password as that used with Office 365** - a technique also called **SSO or “Single-Sign-On”**.

This password is automatically exchanged between the directory and Letsignit - for a “seamless SSO”.

In terms of security, this feature is compatible with **any cloud authentication method, password hashing, or pass-through authentication**. This function can be deployed for certain accounts or all users with a group policy.

Quicker Access to New Functionality

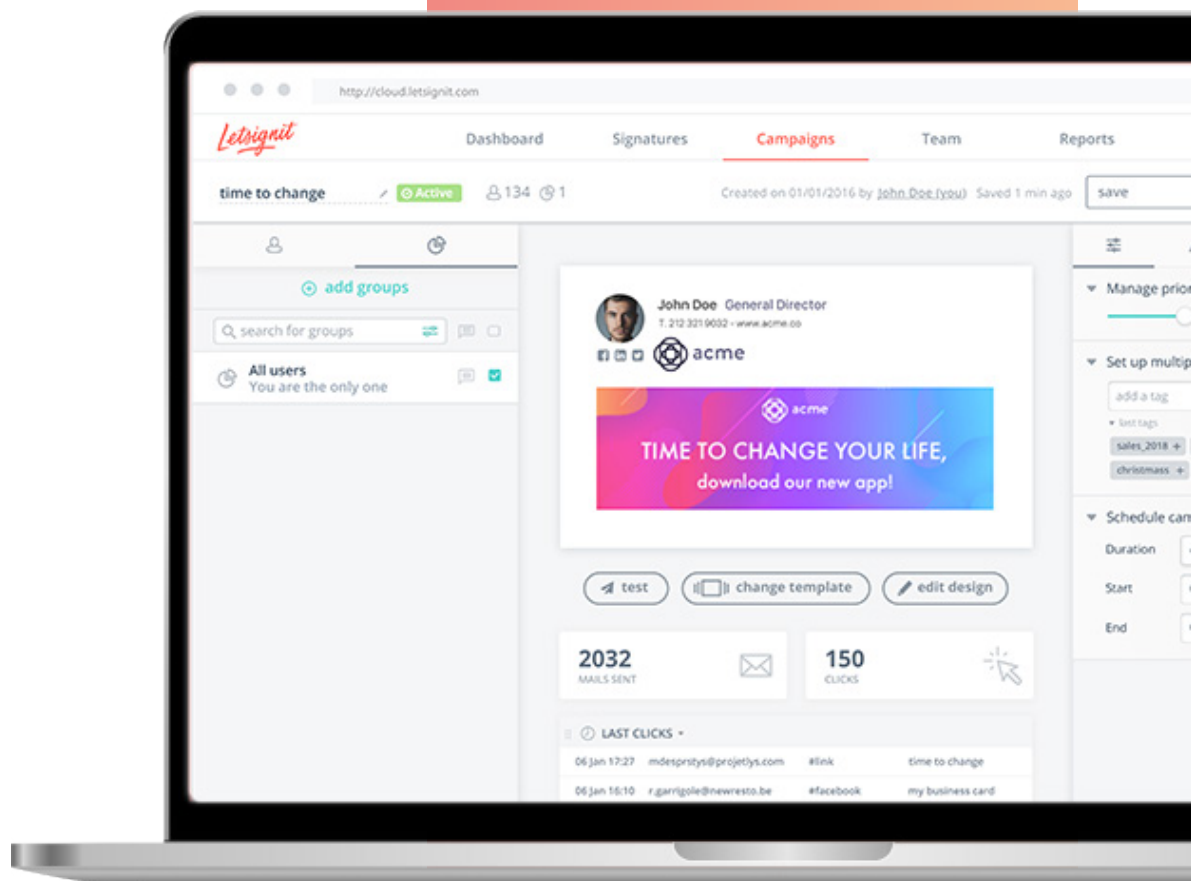
Another benefit of the cloud is the continuous and automatic improvement of services by Letsignit. New features are available regularly based on user feedback. With a SaaS platform, each **new feature is instantly passed on to all users**.

To further achieve excellence, Letsignit is opting for a new challenge: obtaining the ISO 27001 standard which will **guarantee its know-how and the consideration of the value it places on its customers**.



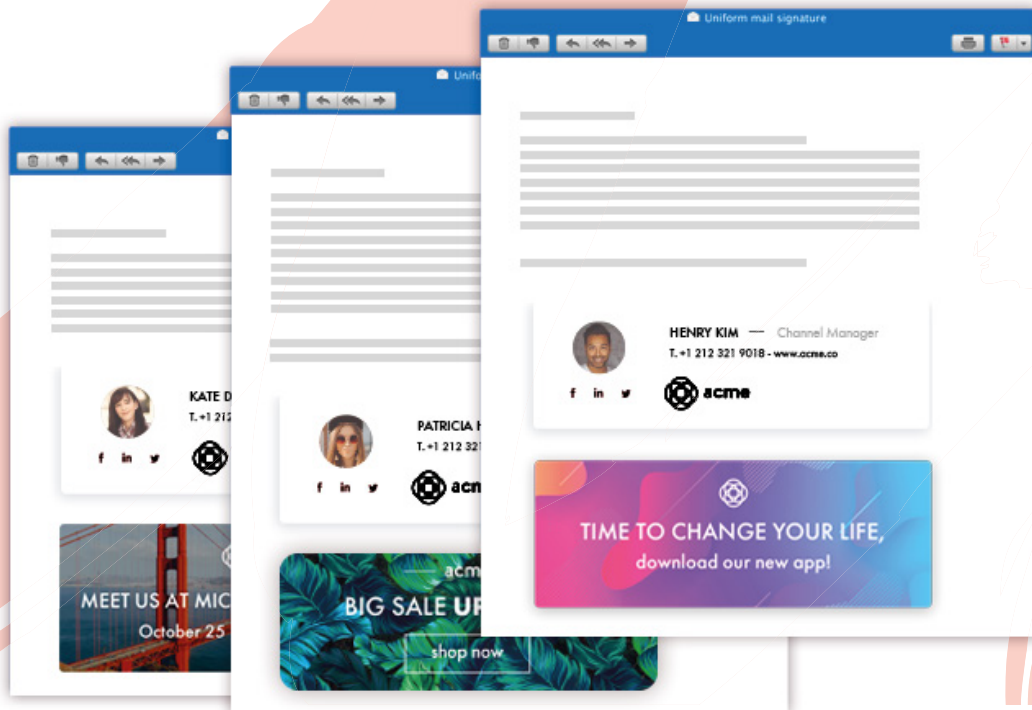
If you are not already equipped with a solution that turns your Office 365 email into the ultimate channel for connecting with your customers, boosting traffic to your website or improving campaign visibility, Letsignit is here for you.

Discover more information about Letsignit on the next page.



Do more with your signature.

Letsignit



What is Letsignit?

Letsignit is the go-to solution to **create, attribute and manage all your co-workers' email signatures** and **marketing banners**.

How does it work?

- A centralized interface to create signatures and schedule campaigns.
- The signatures are pre-filled thanks to synchronization with your internal directory.
- All employees automatically have signatures thanks to the Letsignit Desktop App for Outlook and native Office 365 (OWA) and G Suite (Gmail) connectors.
- Compatibilities:     

Gold

Microsoft Partner



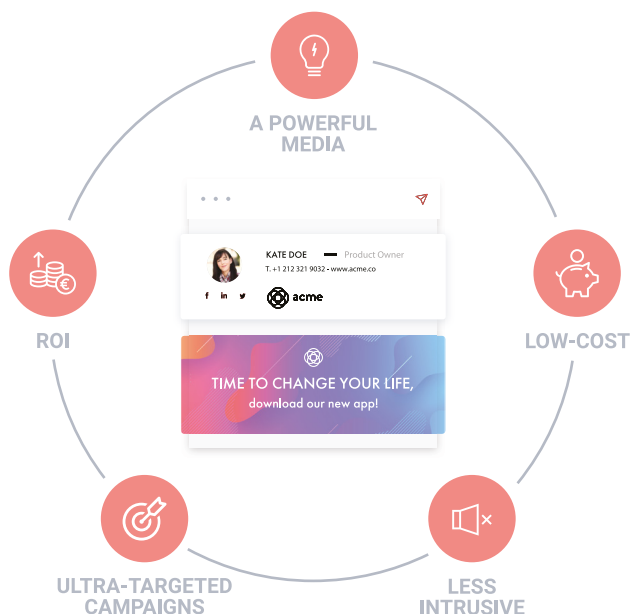
Why a tool for that?

- The IT Department is constantly called upon to manage signatures.
- The Communication wishes to harmonize signatures and no longer degrade their brand image.
- Marketers want to engage with their audience and be able to provide value-added information & services with email banners.

What are the advantages?

- It is extremely **simple to use**.
- Your signatures are **harmonized**, and **your brand image is controlled**.
- You take advantage of a **new free communication channel** to boost your website performance, your events, your offers, and more.
- **The +:** Letsignit is available for all mobile devices.





The email, the pillar of your communication strategy.

With **121 emails received** and **40 sent** per day per coworker, the email signatures represent a real gold mine.

Choose the offer that works best for you:

| STARTER |

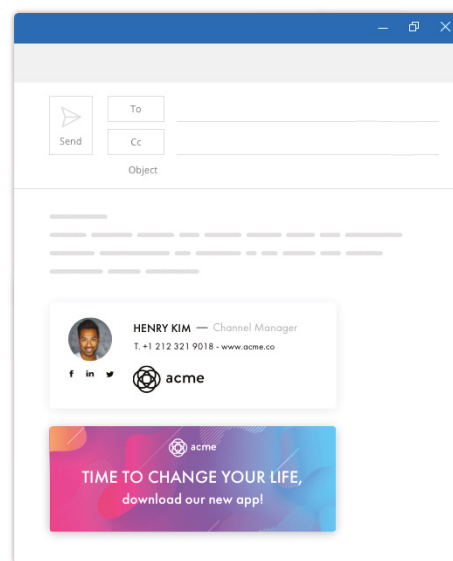
Manage and harmonize signatures

- Create signatures with the help of templates
- Synchronize user data & groups (Azure AD/G Suite)
- Create workstations to manage multiple

| BUSINESS |

Starter + Campaign promotion

- Advanced design thanks to the Drag & Drop Designer
- Insert and program targeted banners into the signatures
- Analyze signature and banner performance



More than 200,000 users already love Letsignit.



Your signature. Your move.

www.letsignit.io





"It is a tool that is both simple and powerful for standardizing employee email signatures and allows the signature to be treated as a new medium."

MICROSOFT

"One of the main advantages of the solution is its user-friendly interface that allows communication departments to manage it without the help of the IT department."

PERNOD RICARD

"Letsignit is elegant, simple & powerful! I can design very professional signatures even if I am not a designer."

ALLIED GLOBAL MARKETING

"Letsignit is an intuitive product which our marketing department loves! They use the signature banners to promote our monthly and annual events."

PACE CENTER FOR GIRLS

"This is the signature I've been dreaming of! Thank you Letsignit for helping our business easily upgrade and elevate our image. Brilliant!"

SADLER COMMUNICATIONS

If you also wish to capitalize on your premier communication channel, try Letsignit for a free 14-day, no-risk trial.

Discover more

contact@letsignit.com