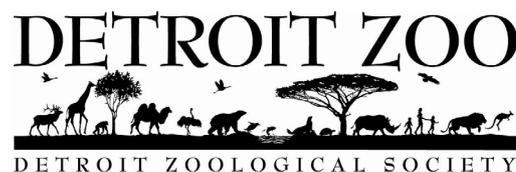


# Detroit Zoo

The Detroit Zoo was using Exclaimer Signature Manager Exchange Edition within a hybrid environment before it fully made the move to Office 365. This meant also moving over to Exclaimer Cloud - Signatures for Office 365 for its Office 365 signatures.

Opened on August 1, 1928, the Detroit Zoo is the single largest paid family attraction in Michigan. Run by the Detroit Zoological Society, a non-profit organization with more than 56,000 member households, the Zoo attracts more than 1.4 million visitors a year, is situated on 125 acres with naturalistic habitats and provides a home to more than 2,400 animals of 255 species. 2016 saw the Zoo open the Polk Penguin Conservation Center, the largest facility dedicated to the study and protection of penguins in the world.



-  COUNTRY: **USA**
-  INDUSTRY: **TOURISM**
-  FOUNDED: **1928**
-  NUMBER OF USERS: **220**

IT'S REALLY **USER-FRIENDLY**  
AND THE UI MAKES MANAGING  
EMAIL SIGNATURES **SO EASY.**

**BEN QUIGGLE**  
**TECHNICAL SUPPORT ANALYST**

## From on-premises to the Cloud

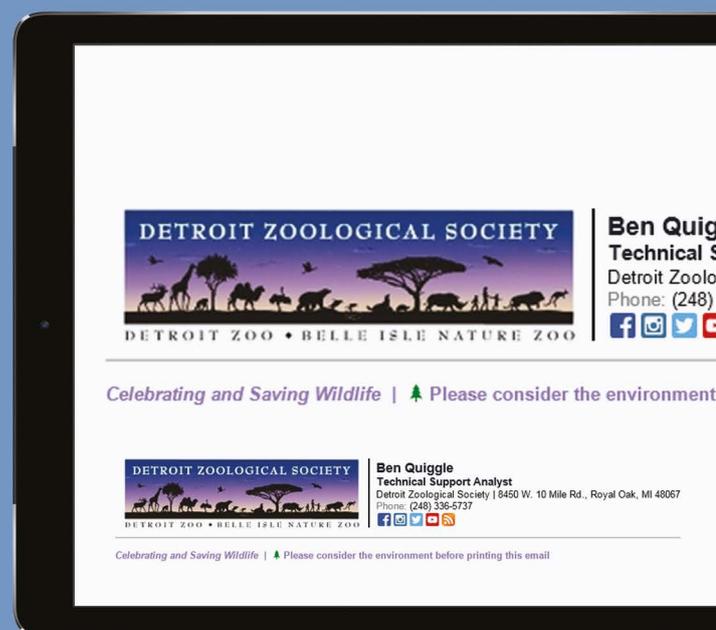
More and more organizations worldwide are migrating to the Cloud, a simple fact that is changing the way the IT industry operates. This move away from on-premises hardware has not meant organizations no longer need email signature management solutions. If anything, the need for such products has actually increased with the rapid adoption of services like Office 365.

The Detroit Zoo had been using various versions of Exclaimer's Exchange signature software since 2007. Having moved to Office 365, it still wanted to have the same email signature management benefits it was used to such as ensuring end users were unable to modify signature templates, having a consistent design for all and be able to make updates as and when required. This meant that on-premises email signature software was no longer useful to the Zoo. A cloud-based solution was now the order of the day.

## A new way to manage Office 365 signatures

However, online searches proved fruitless at first. "When I started looking at what was available for Office 365 signature management, I just couldn't find the right solution," said Mr Quiggle, Technical Support Analyst at the Detroit Zoo. "What we were really looking for was the ability to have total control over our email signatures in the same way we had done using an on-premises Exchange server, and I wasn't sold on what was then available."

"About six months after my first search, Exclaimer Cloud - Signatures for Office 365 was released," Mr Quiggle continued. "Given our past experience with Exclaimer, I decided this was what we needed and would fulfill all of our Office 365 signature requirements. It only took me about an hour to set the service up and get our new signature in place, which I thought was super quick."



## The benefits of trusting Exclaimer

Implementing Signatures for Office 365 meant the Zoo could continue maintaining consistent email signatures for all users, comply with U.S. disclaimer law and let the marketing department easily update templates with new banners/graphics. "This Office 365 signature service is so easy-to-use and we're safe in the knowledge that our signatures will always work," finalized Mr Quiggle. "It's really user-friendly and the UI makes managing email signatures so easy. I'm really happy using this service for our email signature management needs."