

# Everton Football Club

Migrating to Office 365 left Everton Football Club without a way to effectively manage their Office 365 signatures. Enter Exclaimer Cloud - Signatures for Office 365.

Everton F.C. (Football Club) is a renowned English football club based in Liverpool that plays in the Premier League, the most watched football league in the world. Starting its history in 1878 as St Domingo's F.C., a church team created so parishioners of the St Domingo Methodist Church could play sport all year round, Everton F.C. was a founding member of the Football League in 1888, which later became the Premier League as it is known today. Based at Goodison Park in Walton, Liverpool since 1892, the club has won nine league titles and five FA Cups over its history and has a well-known sporting rivalry with Liverpool F.C.



 COUNTRY: **UNITED KINGDOM**

 INDUSTRY: **SPORTS**

 FOUNDED: **1878**

 NUMBER OF USERS: **350**

I WOULD STRONGLY  
**RECOMMEND** EXCLAIMER  
CLOUD - SIGNATURES FOR OFFICE  
365 TO **ANY BUSINESS**  
USING OFFICE 365.

**JOSHUA MARTIN**  
IT SUPPORT TECHNICIAN (2ND & 3RD LINE)

## The need for an Office 365 email signature manager

Football clubs like Everton F.C. are instantly recognizable across the globe, carrying with them years of tradition and heritage that cross generational barriers. The sporting crest of any football club is an integral part of its identity, needing to appear on anything relating to said club, from the football kits, club merchandise and official marketing communications. This also relates to the email signatures that are used by its employees. It makes no sense for a club to leave email signature management to every single end user, just as it would not for any other professional organization.

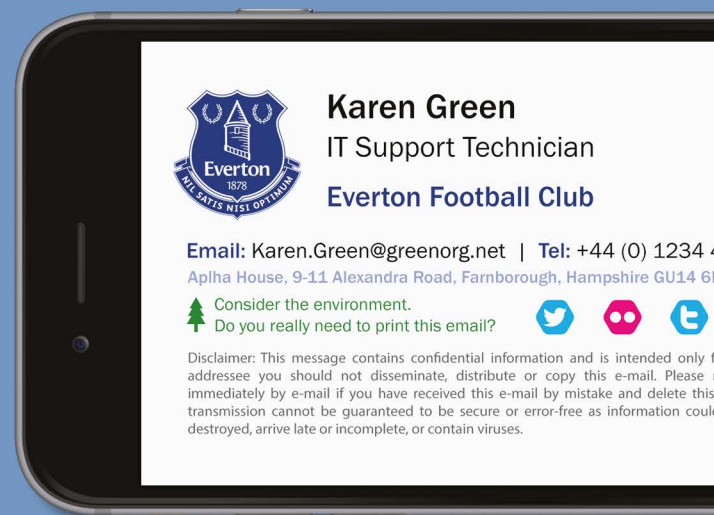
Fortunately, Everton F.C. understood the importance of using an email signature manager to protect the club's "brand" and had been using Exclaimer Signature Manager Exchange Edition for a number of years. However, a recent migration from on-premises Exchange to Office 365 meant that this solution was no longer suitable for the task at hand.

"We had previously been using Exclaimer software to manage all of our users' email signatures, which had worked very well for us," said Joshua Martin, IT Support Technician (2nd & 3rd Line) at Everton F.C. "Having moved to Office 365, we didn't want to lose the control over signatures that we had become accustomed to. We run a lot of advertising campaigns via this channel, especially for our official charity [Everton in the Community](#), so it was vital to invest in an Office 365 signature manager as soon as possible."

## Trusting Exclaimer

Having had a positive experience using Exclaimer products, Mr Martin was very interested in trying out its Office 365 signature solution, Exclaimer Cloud - Signatures for Office 365. "Creating Office 365 signatures using just Transport Rules isn't great," stated Mr Martin. "It makes the whole process too complicated, which was why I didn't want to change how we were already managing our email signatures."

[www.exclaimer.com](http://www.exclaimer.com)



Basically, I wanted an Exclaimer solution that integrated with Office 365, which thankfully was available."

"I'm a big fan of Exclaimer as a company and I've always found the team very approachable," he continued. "The sales process was very smooth and it was a seamless transition from our on-premises email signature software to the new cloud-based solution. Exclaimer made it even easier by converting all of our previous email signature templates into ones that we could use within the Signatures for Office 365 UI."

## An easy-to-use solution

After just two hours, Exclaimer Cloud - Signatures for Office 365 was managing all Office 365 email signatures for Everton F.C., causing no downtime in the interim. The fact that the solution was easy-to-use was an added bonus. "For me, the great thing about this product is that it's designed for anyone to use" concluded Mr Martin. "You don't need any special IT skills to create a really great Office 365 signature. It does exactly what you expect and need it to do, making Office 365 signature management simple. I would strongly recommend Exclaimer Cloud - Signatures for Office 365 to any business using Office 365."

 **exclaimer cloud**  
signatures for office 365



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