

L.B. Foster Automation

L.B. Foster Automation decided to use Exclaimer Cloud - Signatures for Office 365 to get Office 365 signatures on all devices and maintain the consistency of its brand.

L.B. Foster Automation is a consolidation of L.B. Foster Europe's Industrial Automation and Materials Handling businesses into a single, design, manufacturing and production 'Centre of Excellence' in Nottingham in the UK. The organization is responsible for designing, building and supplying systems and machines for a variety of production demands and works within a variety of different business verticals.

I SIMPLY CAN'T FAULT SIGNATURES FOR OFFICE 365 OR THE FABULOUS SUPPORT I RECEIVED.

RICHARD WOOLLEY
TECHNICAL MANAGER

Manual signature updates

The larger an organization is, the more difficult it becomes to design and manage professional email signatures, even when using Office 365. Enforcing a unified signature template for all users located in multiple office and/or geographic locations means utilizing numerous Transport Rules that were never designed for high-quality HTML Office 365 signatures. You cannot preview a template before it is implemented, signatures will not be added to reply/forwarded emails and the time it takes to accomplish this task often takes focus away from other important IT tasks.

Administrators usually find using Transport Rules for email signature management a tedious task, which often facilitates the need for a third-party solution to make this simpler. This becomes even more necessary if mobile signatures are required as these are not possible managing Office 365 signatures manually. In an age when over 50% of all emails worldwide are opened on mobiles, an HTML mobile signature design has to look as professional as one on a desktop to maintain brand consistency.

Signatures on all devices

"The thing I wanted most of all as I was looking for an email signature management solution was getting Office 365 signatures on mobile devices," said Richard Woolley, Technical Manager at L.B. Foster Automation. "We were in the midst of a massive rebranding exercise across all sectors of the business and we needed consistent signatures for all of our users. We also needed to make sure our email disclaimers were compliant with international law, especially as the organization covers several different legal entities."

After a quick online search, Mr Woolley found plenty of information on Exclaimer's email signature management solutions and promptly contacted the Exclaimer sales team. "We originally looked at its on-premises Office 365 signature software as we really wanted to be able to see the signature before sending an email. However, in order to stop users modifying their signatures, I was told the better option would be to use its cloud-based service instead.

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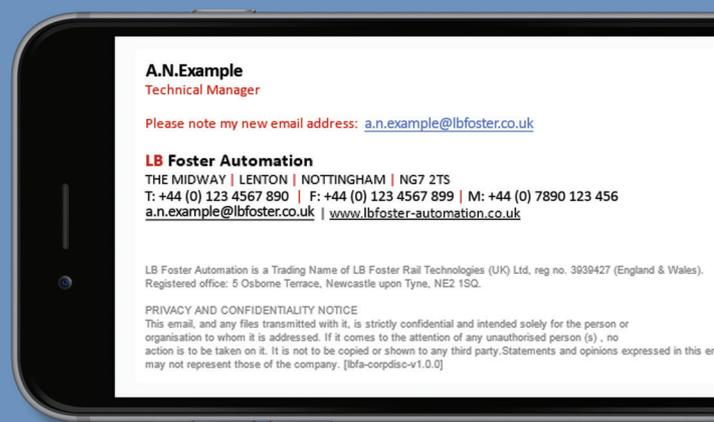
LB Foster

Automation

 COUNTRY: UNITED KINGDOM

 INDUSTRY: ENGINEERING

 NUMBER OF USERS: 130



In the end, I went for Exclaimer Cloud - Signatures for Office 365 and was given the on-premises software for free. I couldn't have asked for more really."

Mr Woolley added, "The customer service I received was fantastic. It was definitely the best support I've been given in a very long time. Its team built our signature template at no charge and the service was live the same day. Every step of the process was perfect and I was very impressed."

Looking to the future

Now that its Office 365 signatures are effectively managed, L.B. Foster Automation can look at other ways Signatures for Office 365 can be of use. "Our marketing department are all over this product," concluded Mr Woolley. "It lets the IT team give them the autonomy to add signature banners as and when they like, which will save us many valuable hours. I simply can't fault Signatures for Office 365 or the fabulous support I received. I would recommend using Exclaimer if you're serious about successfully managing Office 365 signatures and if you want to receive an excellent customer experience at the same time."

 **exclaimer cloud**
signatures for office 365



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