

UNICEF Nederland

Find out how UNICEF Nederland used Exclaimer Cloud - Signatures for Office 365 to manage all Office 365 signatures and protect its corporate identity.

UNICEF Nederland is one of the 36 National Committees that represent UNICEF International, the charitable foundation that actively works to provide a better world for today's children, particularly the most vulnerable. The Dutch Committee is responsible for raising funds that are implemented in 190 countries worldwide with the purpose of giving all children the opportunity to survive and develop. In addition, the Committee ensures that the Dutch Government adheres to the [Convention on the Rights of the Child](#) and is a co-founder of the [Kinderrechtencollectief](#) (Children's Rights Collective), a coalition of children's rights organizations.



 COUNTRY: **NETHERLANDS**

 INDUSTRY: **NOT-FOR-PROFIT**

 FOUNDED: **1955**

 NUMBER OF USERS: **70**

SO FAR, WE'VE HAD NOTHING
BUT **GOOD EXPERIENCES**
WITH **EXCLAIMER CLOUD**
- **SIGNATURES FOR OFFICE 365.**

JOHN VAN STRIEN
ICT & FACILITIES MANAGER

The need for consistent corporate branding

UNICEF, as a global organization, has an easily recognizable brand that carries with it a powerful reputation. Its brand informs its ethos, heritage and identity, as well as a huge amount of credibility, so it obviously has to be maintained on all corporate communications and marketing materials. A properly formatted email signature with the UNICEF branding was therefore a must so there would be no risk of harming this brand reputation.

However, using Office 365 alone to manage signatures is not necessarily easy. It involves the creation of numerous Transport Rules and any signature design cannot be tested in advance. These limitations often make email signature management a chore for an IT department and can take up a lot of time. With this in mind, UNICEF Nederland wanted to find an Office 365 signature solution that would make this whole process easier and less time-consuming.

Finding the best solution

"We basically wanted to be able to control all Office 365 email signatures from one location and ensure that all users had a design consistent with our corporate identity," explained John van Strien, ICT & Facilities Manager at UNICEF Nederland. "I did an online search for a third-party product to help us with this and Exclaimer was the first company I found. I had not heard of Exclaimer before, but it seemed to be the only one out there with a dedicated Office 365 signature management solution."



"After reviewing all of the content on the Exclaimer website, we felt that this was exactly what we needed," he said. "The sales process was very easy and we were able to implement Exclaimer Cloud - Signatures for Office 365 without any external assistance." He was also offered a special charity discount, a standard practice by Exclaimer that he further appreciated.

Branding protected

It took only half a day to have Signatures for Office 365 up and running across UNICEF Nederland, with Exclaimer building the organization's new Office 365 signature template. "So far, we've had nothing but good experiences with Exclaimer Cloud - Signatures for Office 365 and Exclaimer as a whole," said Mr van Strien. "The product has solved all of our issues 100% and I am pleased that we are now easily able to manage all email signatures."



Certificate Number 14108
ISO 27001:2013