

Axiom IT

Learn how Axiom IT bundles Exclaimer Cloud with the Office 365 plans it offers to businesses based in Melbourne, Australia.

 **COUNTRY:** Australia

 **FOUNDED:** 2013

 **WEBSITE:** www.axiomit.com.au | cloudcomplete.com.au

Axiom IT is a Melbourne-based CSP (Cloud Solutions Provider) that focuses on providing Microsoft technologies to small and medium-sized businesses. Having helped hundreds of companies improve their IT systems since 2013, Axiom IT offers a full range of deployment, migration and support services for Office 365, Exchange Online and Sharepoint. The company's overall goal is to help businesses minimize costly infrastructure, maximize business agility and deliver solutions seamlessly.

Consistency is key

With the rapid increase in cloud adoption and the fact that many companies are making the move to Office 365 rather than continuing to use on-premises architecture, the issues that were always prevalent in Microsoft Exchange regarding email signature management continue to cause many IT headaches. As great as Office 365 is, getting consistent signatures on all devices is really quite difficult. From having to create multiple Transport Rules, no native HTML editor and no ability to get HTML mobile email signatures, IT administrators often run into problems when trying to manage email signatures in Office 365 manually. Axiom IT was familiar with these issues, having encountered them personally, so had decided to find an easier way to manage its corporate email signatures. This led to looking for and finding a third-party solution, Exclaimer Cloud.



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to bundle with any Office 365 deployments.”

Tas Gray
Managing Director

“My business partner and I had decided we needed to invest in an email signature solution,” explained Tas Gray, Managing Director of Axiom IT. “We wanted consistent signatures on all devices, especially on our mobiles, and had found it too difficult to do this using the native functionality of Office 365. We went on Google, easily found Exclaimer in the search results, decided that its Office 365 signature solution was exactly what we wanted and signed up for a free trial. It ended up working better than we hoped and thought it was something that our clients would be interested in using too. With this in mind, we reached out to Exclaimer directly so we could resell the product, thereby becoming an Exclaimer Partner.”



Bundling for success

As is the case with many CSPs, Axiom IT offers bundled plans to its customer base, allowing them to utilize a variety of different applications for one set price-per-month. Packaged as Cloud Complete, bundling allows Axiom IT to neatly offer all the best cloud components of Office 365 to its customers without the need for multiple invoices.

“As a company that offers multiple line items to our customers, it did not make sense for us to offer Exclaimer Cloud separately when we could offer it to everyone as part of the bundles we offer,” Mr Gray continued. “Exclaimer Cloud is the perfect solution if you’re looking for an easy-to-use add-on to bundle with any Office 365 deployments. Providing it as part of our Cloud Complete plans basically became a no-brainer for a CSP like us as the product just sells itself. When we talk to key decision makers, they quickly see the benefit in using a centralized email signature management solution for their business. They love the fact that all employees’ Office 365 email signatures are automatically populated using Azure AD, ensuring consistency across the board.”

Added stickiness

The stickiness of Exclaimer Cloud and the fact that it is really easy to bundle with Office 365 deployments means that Axiom IT really values its partnership with Exclaimer. “Exclaimer provides a superb product that is a great add-on for Office 365,” concluded Mr Gray. “Being an Exclaimer Partner and bundling its service as part of Cloud Complete has enabled us to add another string to our box with regards to what we can offer our customers. The product offering is simple, works well and has never had any issues. In my mind, everyone should use Exclaimer’s Office 365 signature solution and it aligns perfectly with our business.”

