

The Goodwood Estate Company

See why The Goodwood Estate Company chose Exclaimer Signature Manager Exchange Edition to unify their users' email signatures.

Comprising a Stately Home, Hotel, Organic Farm, two Golf Courses, Motor Circuit, Racecourse, Leisure Club, Spa, Private Dining Club, Memberships, Luxury Lodge, Wedding location and an Aerodrome, the Goodwood Estate Company is a luxury experience brand specialising in hospitality and sporting events. It is best known for its world-famous events, the Festival of Speed, Goodwood Revival and Qatar Goodwood Festival. Although the Goodwood Estate Company was founded in 1955, its history dates all the way back to 1697 when the first Duke of Richmond made Goodwood his country retreat.

WE CAN NOW
AUTOMATICALLY
ASSIGN
EMAIL SIGNATURES
TO USERS' ACCOUNTS.

DI HUDSON
GROUP HEAD OF IT

Consistent branding

When a company has over 300 years of history, it's important to consistently promote the brand across multiple platforms to maintain the image and reputation it has carefully built. Email is no exception when it comes to promoting a brand, which is why many companies use email signatures.

However, for a company like The Goodwood Estate Company, trying to create and change email signatures manually for a large number of users is not an easy or quick task. Di Hudson and the IT team at Goodwood Estate needed to find a solution that would allow them to centrally control all users' email signatures, ensuring a consistent brand image was maintained and every user had the correct contact information.

"Although we already had email signatures in place, we were having to create and amend them manually for every employee," said Di Hudson, Group Head of IT at The Goodwood Estate Company. "The issue we had with this method was that there was no brand consistency on emails, and no ability to control user's details, such as job titles."

A recommended solution

"We wanted to find a solution that would enable us to manage each department's email signatures globally and deliver control over brand," stated Di Hudson. "Many IT team members were aware of Exclaimer Signature Manager Exchange Edition and knew it was a good solution."



GOODWOOD



COUNTRY: **UNITED KINGDOM**



INDUSTRY: **SPORT / HOSPITALITY**



FOUNDED: **1955**



NUMBER OF USERS: **750**



"Before we began using the product, we needed to import everyone's data into Active Directory as it was inaccurate and incomplete," said Di Hudson. "Once we had finished importing the data, we started the setup process. Signature Manager Exchange Edition was quick and smooth to deploy."

Automatic email signatures

It wasn't long until The Goodwood Estate Company had their branded email signatures up and running. Di Hudson and her team no longer had to manually create an email signature every time a new employee started, this was all automatically done by Signature Manager Exchange Edition.

"My experience with Exclaimer has been professional, clear, and concise," concluded Di Hudson. "We can now automatically assign email signatures to users' accounts, create multiple templates and globally manage every users' email signature from a central location."

