Exclaimer Mail Disclaimers VS Microsoft® Exchange

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The chart below highlights the differences between the additional features of Exclaimer Mail Disclaimers and those built into Microsoft® Exchange 2010.

- 1 -	Exclaimer Mail Disclaimers	Microsoft Exchange Server 2010
Allows entry of HTML	✔	✔
Allows entry of Plain Text	✔	✔
Allows entry of RTF	✔	✖
Template Library allows extensive manipulation of templates	✔	✖
Easy to use signature editor (doesn't require specific formatting knowledge)	✔	✖
Intuitive insertion of Active Directory fields	✔	✖
Ability to preview created template	✔	✖
Suppress missing signature information (ensures no email signature goes out with a blank contact field)	✔	✖
Ability to insert signatures/disclaimers/marketing messages inline (like Outlook)	✔	✖
Unlimited signature & disclaimer size	✔	✖
Intuitive wizard to create signature & disclaimer policies	✔	✖
Visual access to the processed email including the signature, disclaimer and marketing message in Sent Items folder	✔	✖
Ability to insert RSS feeds	✔	✖
Unlimited disclaimer character space	✔	✖
Ability to embed images directly into a message	✔	✖
Dynamic rotation, sizing and greyscaling of images	✔	✖
Insertion of images with hyperlinks constructed from one or more of the sender's AD attributes	✔	✔
Logo Color Picker enables selection of colours from logo	✔	✖
Easy selection of users and groups from Active Directory	✔	✔
Built in ability to add rotating banner ads	✔	✖
Allows multiple policies per email	✔	✔
Visual testing - allowing testing of your designs and policies without having to send test emails	✔	✖
Ability to configure signature & disclaimer for specific mail formats (HTML, RTF and Plain Text) in one template	✔	✖
Ability to add a signature & disclaimer only where one is not already present, preventing flooding message conversations with multiple disclaimers	✔	✖
Time and date controlled policies	✔	✖
Allows automatic vCard attachment to every email	✔	✖

Message format

Exchange does not have the ability to add a different disclaimer depending on the mail format such as HTML, RTF or plain text. Exclaimer Mail Disclaimers can distinguish between mail formats and provides Administrators with the ability to configure specific mail format disclaimers, marketing messages and overall design of the email for each format.

Advanced knowledge of html is not required

Creating effective disclaimers and signatures utilizing the features within Exchange without advanced knowledge of HTML is tricky. It lacks a simple editor that enables the creation and deployment of effective disclaimers and signatures. Integrating image capabilities (e.g. company logo) are also rather limited; images can't be embedded directly into the email. Exclaimer Mail Disclaimers provides an intuitive editor, enabling System Administrators to design and test email templates prior to them being sent. Images can be embedded into the email itself and the sophisticated 'Smart Table' feature allows users to tabulate contact information and even suppress the appropriate row if the information is missing.

Email policy tester and review

Exchange doesn't provide Administrators a preview of the disclaimer and signature that will be applied to each email. You would have to complete the process and send real email to visualize the disclaimer and signature created. Exclaimer Mail Disclaimers enables Administrators to preview the disclaimer applied, including user specific data from Active Directory.

Also included within Exclaimer Mail Disclaimers is the powerful 'Policy Tester', which provides a visual representation of the policies and content applied to a message depending on sender, recipient, subject and/or other mail specific settings.

Email forwarding and responding

Exchange does not have the ability to detect when an email disclaimer and signature are already present within an email. This means that email conversations can become flooded with multiple email disclaimers and signatures.

Exclaimer Mail Disclaimers is able to make that distinction and insert a disclaimer and signature where these are not already present.

Visibility of disclaimer and signature content to end-users

With Exchange the Microsoft ® Outlook user won't see the added disclaimer because it is added to the email as it passes through the Exchange server. Exclaimer Mail Disclaimers includes the functionality of adding the disclaimer, signature and marketing message to the sent email stored within the Sent Items, meaning you have visual confirmation of the processed email.