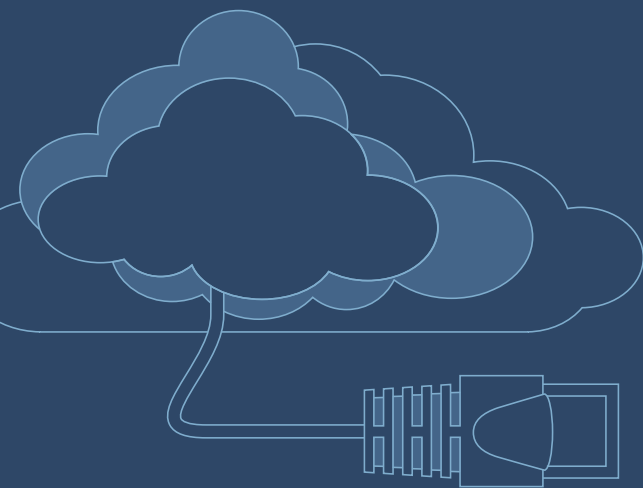




exclaimer™ signature manager
exchange edition

Exclaimer Signature Manager Exchange Edition VS Microsoft® Exchange



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The chart below highlights the differences between the additional features of Exclaimer Signature Manager Exchange Edition and those built into Microsoft® Exchange 2013 and 2010.

	Exclaimer Signature Manager Exchange Edition	Microsoft® Exchange server 2013/2010
Allows entry of HTML	✓	✓
Allows entry of Plain Text	✓	✓
Allows entry of RTF	✓	✗
Force Plain Text messages to HTML format, so email from smartphones can display signatures with images, hyperlinks, social media content, etc.	✓	✗
Easy to use signature editor (doesn't require specific formatting knowledge)	✓	✗
Let marketing use Template Editor to edit signature templates from desktop, without server access, and update companywide by clicking 'Publish'.	✓	✗
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	✓	✗
Add a social media strip, pre-completed with correct social network icons and hyperlinks	✓	✗
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 Signature Manager Exchange Edition can distinguish between mail formats and provides Administrators with the ability to configure specific mail format disclaimers, marketing messages and email designs 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 to enable 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 Signature Manager Exchange Edition provides an intuitive editor, which allows Administrators to design and test email templates before sending them. 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 with a preview of the disclaimer and signature that will be applied to each email. The only way to complete the process would be to send a real email to see what a signature or disclaimer will look like. Exclaimer Signature Manager Exchange Edition enables Administrators to preview the disclaimer applied, including user specific data from Active Directory.

Exclaimer Signature Manager Exchange Edition also includes a 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 Signature Manager Exchange Edition inserts a signature and disclaimer if they are not already present in an email, so there is no replication during long email chains.

Visibility of disclaimer and signature content to end-users

With Exchange, a Microsoft® Outlook user can't see any signatures or disclaimers as they are added to the email as it passes through the Exchange server.

Exclaimer Signature Manager Exchange Edition lets users see the email signature and corporate disclaimer within the Sent Items of their inbox, giving them visual confirmation of the processed email.