

# Templafy<sup>T</sup>

Email Signature  
Manager for  
Enterprise



# Industry Situation – Leading Scandinavian Insurance Company

## Challenges

With more than 50,000 outgoing emails per day and no visual streamlining of Office 365 email signatures, this leading insurance company's brand consistency was suffering in customer facing business communication.

This company is benchmarked by its professionalism, precision and reliability. However, the thought and care taken by employees composing emails was betrayed by sloppy, off-brand email signatures with old legal disclaimers.



There was no easy way for branding or IT teams to manage and update employee email signatures in Outlook across the entire organization.

Employees ended up creating their own email signatures in Outlook with out-of-date logos, contact information and legal disclaimers.

The organization also wanted to include marketing campaigns in all outgoing emails in certain segments.



## Key challenges

- Inconsistent branding and missed marketing opportunities
- Difficulty administering email signatures in Outlook across this large-scale organization
- Problematic multiple user profile management in Outlook
- Employees creating email signatures with off-brand and inaccurate content due to lack of trust in incumbent solution



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## Ideal Solution and Desired Outcomes

The insurance company investigated several other email signature solutions to integrate with Outlook, but selected Templafy due to its ability to best meet enterprise requirements, particularly around governance and user profile management.

Templafy also allows the organization to communicate individualized marketing messages via emails, which strengthens relationships with existing customers and drives new business.

The organization also has the option to use Templafy's template and digital asset library integration to streamline email creation. Using this, employees can easily access best-practice email templates within Outlook.

### Reasons why this organization chose Templafy:

- Strong centralized governance of email signature designs and content
- Granular control of marketing campaign control across multiple business units and regions
- No more manual roll-outs by IT

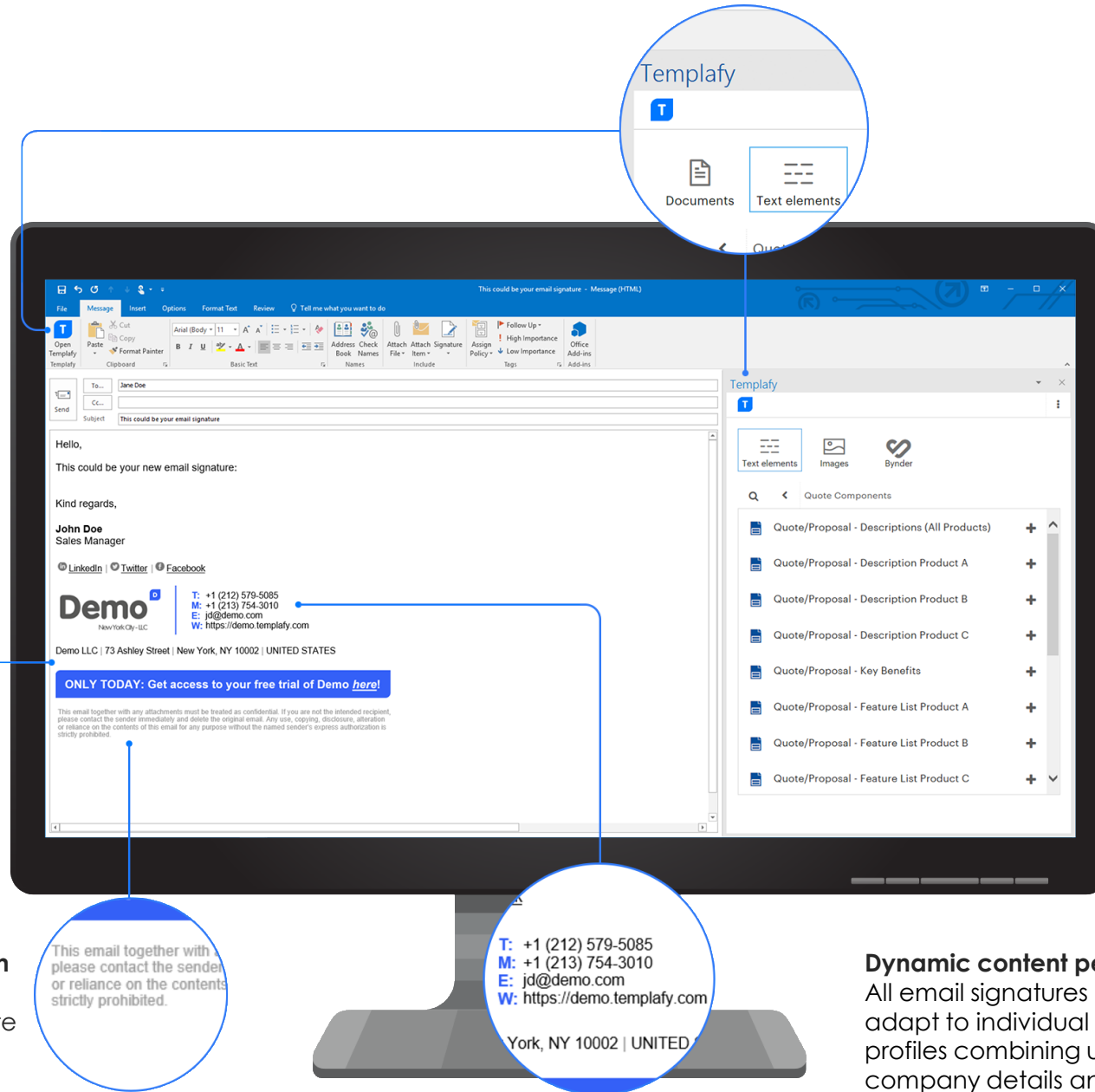


- Deep integration with Office 365, making authentication and filtering exceptionally easy
- Allows employees using shared mailboxes to have different personalized email signatures
- Solution works across multiple regions, business units and brands
- Automatically creates email signatures with up-to-date company look and feel and relevant disclaimers for specific users are included in each email
- Prompts users to update any off-brand email signature content to help maintain brand consistency
- Easy to follow interface for both administrators and users

# Templafy

## Enterprise Email Signature Manager

Here's how Templafy looks working in Outlook



### Campaign management

Launch marketing campaigns in email signatures across the organization or just for specific business units.

ONLY TODAY:

### Compliance automation

Legal disclaimers are automatically up-to-date and jurisdiction specific.

This email together with any attachments must be treated as confidential. If you are not the intended recipient, please contact the sender immediately and delete the original email. Any use, copying, disclosure, alteration or reliance on the contents of this email for any purpose without the named sender's express authorization is strictly prohibited.

T: +1 (212) 579-5085  
M: +1 (213) 754-3010  
E: jd@demo.com  
W: https://demo.templafy.com

York, NY 10002 | UNITED STATES

### Re-use standard emails

Find and re-use best practice company emails within Outlook from the built-in Templafy library.

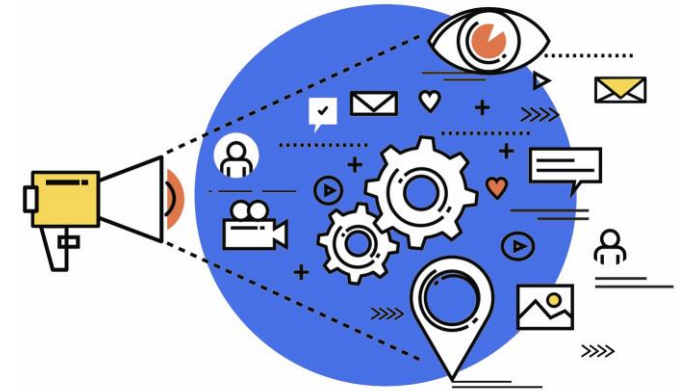
### Dynamic content personalization

All email signatures automatically adapt to individual employee profiles combining up-to-date company details and personal information.

# Templafy Email Signature Manager + Microsoft Azure, Outlook and Office 365

Large enterprises can now harness the power of on-brand, up-to-date and legally compliant email signatures using Templafy, Microsoft Azure, Outlook and Office 365.

Templafy offers a simple yet cleverly dynamic to manage email signature designs in Outlook and Office 365 across a multitude of users, business units, locations, and languages.



## How Templafy works with Azure, Outlook and Office 365

- Templafy is hosted on Microsoft Azure, authenticates users and filters data via Azure AD and runs on Outlook and on Office 365.
- Templafy's email signature feature requires very little configuration, despite use by all employees company-wide on a daily basis.
- Within 48 hours the leading insurance company had its unique tenant running on the service with their bespoke email signature designs, with SSO setup in place and Azure Active Directory integration fully running.

## Key benefits

- Centralized management of design and content in company email signatures used on Outlook and Office 365.
- Ability to include time controlled marketing campaigns and legal disclaimers.
- Email signature updates for each employee made without IT involvement and not reliant solely on Active Directory.
- Option to have best-practice and up-to-date company email templates and approved images accessible in Outlook from the Templafy task pane.