Crossware
Mail Signature
Product Overview

Crossware Mail Signature is a server-based application that automatically adds your correctly branded, legally compliant, personalised and attractive signatures to all company emails. This overview provides details on installation, benefits, and examples of email signatures.

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Overview

Crossware Mail Signature is a server-based application that automatically adds your correctly branded, legally compliant, personalised and attractive signatures to all company emails. These signatures may include legal disclaimers, logos, graphics and advertising banners – which can be randomised or specific to certain recipients. Crossware Mail Signature can take care of your compliance needs by including appropriate disclaimers and legislative disclosure requirements on all emails as they pass through your servers. With Crossware Mail Signature there's no more setting up or ongoing management of individual signatures on users' workstations, as well as no design changes to your Domino Directory or email template.

Crossware Mail Signature lets you centrally manage the design and usage of your signature block – including logos, fonts, messages and disclaimers – using the signature configuration database. Personalised information like job title, phone number(s) and department can be pulled directly from your Domino Directory or other Notes databases.

Technical Description

Crossware Mail Signature is a server-side application that runs on Lotus Domino.The software can be used on every Lotus Domino platform including Windows, Linux, zLinux, IBM i, Solaris and AIX.

It also supports any Domino server email client including Lotus Notes 6 and above, Lotus iNotes, Blackberry and Lotus Traveler compatible devices including iPhone, iPad, Android, Symbian and Windows Mobile.

Installation

Installing Crossware Mail Signature is done via a very simple installation wizard. Just download the trial to your workstation, double-click and follow the easy-to-use installer. The typical installation takes just 30 minutes. Whether you have a single server, multiple servers or cluster server configuration, Crossware Mail Signature supports all types of server setup.

Crossware Mail Signature can be used for both internal and external emails, or it can be exclusive to external emails only. For both internal and external email, the software is to be installed on any single Domino Mail Server and then pushed through to all other servers; where it will then be automatically replicated. If you are looking to use Crossware on external mail only then simply install the software on your SMTP Gateway server. See the attached Technical Diagrams for more details.

Benefits

Crossware Mail Signature is positioned to apply four key pillars of opportunity to your business. These pillars include: Branding, Compliance, Advertising and Centralised Management. Each of these pillars can be utilised in different ways.

Branding

For companies today, brand image means everything – it is the concrete foundation of your company. Your logos, signage, website, brochures and business cards have all been carefully designed to represent your company and maintain consistency across various mediums.

With Crossware Mail Signature, you are now able to carry this consistency through to your email communication – no matter where that email is being sent from. Not only are you able to set up an enterprise-wide email signature in a matter of minutes, you are also able to configure multiple signatures that consist of specific branding according to different divisions or departments within your enterprise – this is done by utilising the groups function within configuration to assign specific signatures to groups in your Domino Directory.

As a starting point, we suggest that you design your email signature based on your current business card design. It is important to utilise tables within your signature in order to maintain the desired spacing and layout of your design. It is also vital to test both the rich text and HTML versions of your signature, testing how both are received on multiple platforms and email clients.

Here is a basic example signature that has been created based on our business cards using tables for the correct layout:

Your marketing team will be happy knowing that every single email leaving your company will contain 100% correct branding, no matter whether the email is sent from a desktop, the web or a mobile device.

Compliance

Does your company adhere to email disclaimer regulations specific to the countries you do business with? If not, your company could be facing fines of up to €10,000. Different countries maintain different policies regarding email disclaimers; however as a guideline the EU states that each email must include the company name, its registered office address and its registration details. See our whitepaper on email regulations for more details.

Crossware Mail Signature can help you to comply with these requirements. Within minutes of installing, you can specify a standard email disclaimer message to be appended to all emails, or limit the message to external / outbound messages. Once again, different disclaimers can be applied to certain groups or even specific countries by using conditional formulae in your signature configuration.

Unlike other products that are on the market, Crossware Mail Signature inserts the disclaimer at the appropriate point in the email; in the case of forwarded or reply-to messages, immediately below the most recently typed text.

Advertising

Every email leaving your organisation is an opportunity. With Crossware Mail Signature, advertising banners can be tailored to the specific recipient, or even randomised. You can use the ordinary email to advertise your monthly special offer, your new products, or even advertise the launch of your new website.

Here is a basic example of a banner we utilised below our core signature:

As Crossware Mail Signature works on the server, any graphics used in your emails are stored on your server and appended as the email is sent – saving space on your local desktops as well as allowing the same graphic to be pulled into emails sent from mobile devices or the web.

To set up customised advertisements you may use signatures and, within configuration, point these towards specific individuals or groups or even use conditional formulae to have complete control over personalising your advertisements.

Centralised Management

Crossware Mail Signature provides centralised control of your email signatures. Your signatures are configured using a simple yet powerful configuration database. You don't need to use complicated HTML code. No setting changes are needed on your desktops. Best of all, if you update a user's contact information or job title in the address book, that change will be automatically updated in their email signature as soon as the change is made.

This key feature removes the need for any local configuration of email signatures as well as offering a tamper-proof configuration that keeps individual users from modifying their own signature. The software seeks to ensure 100% brand consistency on all emails across your entire organisation.

Signature editor rights can be assigned to a single person or as many individuals as you would like; for example, companies may allow their marketing team access to modify signatures specific to advertising. Whenever a signature is modified and saved by an editor, the next email sent out will have the 100% correct up-to-date version of their email signature.

Who Uses It

All companies can benefit from Crossware Mail Signature, no matter how big or small. From IT start-ups with 10 users, to worldwide banks with 300,000 users, the software is flexible to be used in any industry and for any situation.

Some of our more well-known customers include: Williams F1 Racing Team; Euro RSCG Worldwide; Ogilvy & Mather; Hertz Car Rental; Miele; The Salvation Army; Honda; Discovery Channel; National Geographic; Coty; QBE Insurance and World Vision. Each of these companies uses Crossware Mail Signature in a unique way to ensure branding and compliance consistency as well as increasing advertising opportunities and decreasing IT administrator workload.

To find out more information about Crossware Mail Signature, please visit
http://www.crossware.co.nz

To try Crossware Mail Signature for free, please visit
http://www.crossware.co.nz/websites/crossware/int20.nsf/fDownloadCWMSTrial?OpenForm

Who Uses It

Signature Examples

The following includes some examples of email signatures our customers have created and implemented enterprise-wide using Crossware Mail Signature:

Met vriendelijke groeten/Kind regards,

Erwin Zwikstra,
Supervisor Helpdesk
Rotterdam, The Netherlands
Tel. : +31 10 491 23 64
Fax.: +31 10 28 33 660
Mobile: +31 655 103 765
E-mail: erwin.zwikstra@samskip.com

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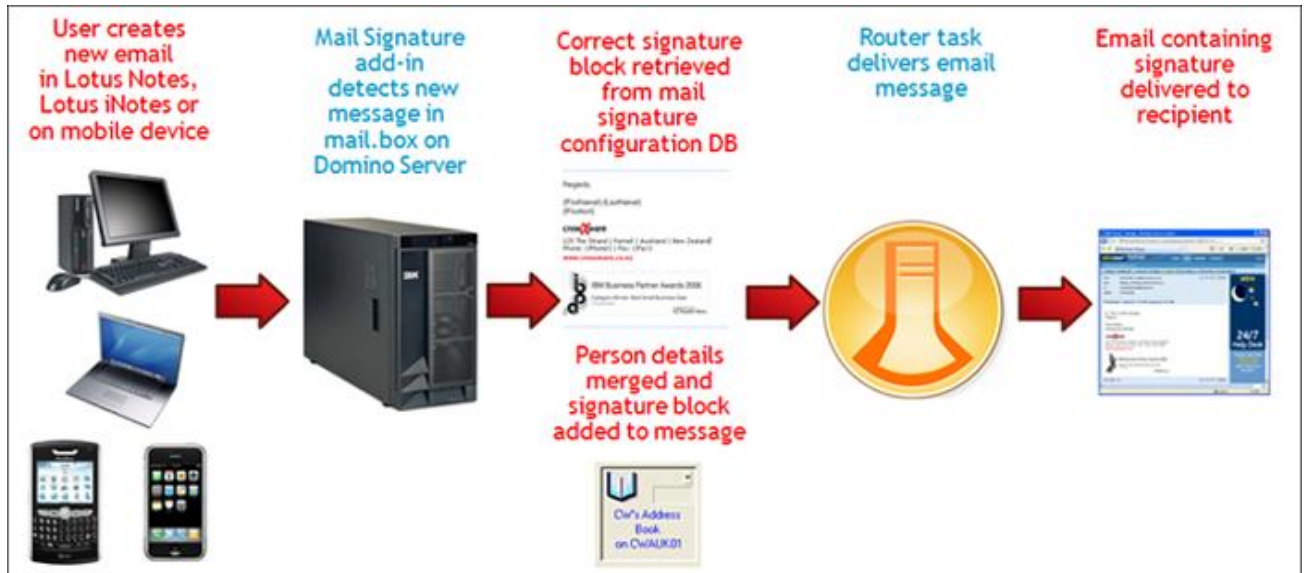Missouri City, TX 77489
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Thank you,

Robert Harris
Project Manager & Sr. Developer
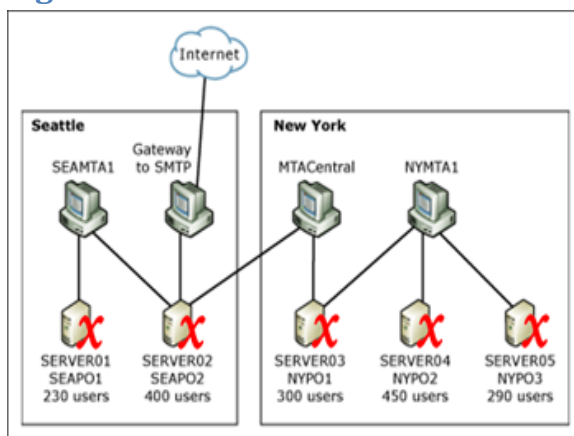National Geographic Society
202-496-3062

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Technical Diagrams

Overview

Signature Block on Internal and External Emails

Signature Block on External Emails Only