

CUSTOMER CASE STORY

ACTIVESIGNATURE for The Danish Construction Association

The Danish Construction Association is an industrial- and employer organization for 6,500 businesses in the building, plant, and construction industry. For several years the organization used Lotus Notes and had a good solution for administering email signatures for this platform. When The Danish Construction Association in 2008 shifted to Microsoft Outlook it was very important for the organization to find a new solution that could administer email signatures in Microsoft Outlook.

At The Danish Construction Association they have always recognized the importance of having uniformity of their email signatures. Therefore the organization had for several years used a solution for administering their email signatures centrally. This solution was for Lotus Notes so when The Danish Construction Association in 2008 shifted to Microsoft Exchange and Microsoft Outlook a new solution was necessary.

This meant that The Danish Construction Association had to find a solution that would be able to administer and maintain the standardization of its email signatures in Microsoft Outlook. It was evident that the new solution had to have at least the same functionalities as the old one.

TESTIMONIAL

The choice fell on ACTIVESIGNATURE, because it completely fulfilled the needs of The Danish Construction Association

In fact, the 200 employees at The Danish Construction Association have not felt any difference, because with ACTIVESIGNATURE, like the former solution, it is only necessary to work out the number of templates needed. No changes have been necessary on the administrative level either. It is still the graphical department that is responsible for designing the signatures, after which it is the responsibility of the IT-department to deploy the email signature templates to the employees.

Opposite from The Danish Construction Association's old solution, ACTIVESIGNATURE has a lot of extra functionality which the organization can and plans to use. The functionality with date controlled marketing campaigns, links, and different signatures to different Microsoft Active Directory groups is functionality that The Danish Construction Association is most likely going to use in the future. Because, as Palle Jacobsen says:

"Things are constantly changing."



“ We were very satisfied with our old solution for Lotus Notes so when ACTIVESIGNATURE was just as good and perhaps also better, the choice fell on Fischer & Kern's solution. After we have taken ACTIVESIGNATURE in to production we haven't experienced any considerable differences from our old solution, and that was very important for us. ”

Palle Jacobsen
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