



Hosting Controller
Cloud Automation Platform

Case Study



Turkish System Integrator Manages its Email Signatures Efficiently with ExSign



ExSign Email Signature Solution
Professional Exchange Email Signatures and Disclaimers

www.hostingcontroller.com

Company Overview

The Turkish integrator is a prominent provider of system integration, business solutions, network and security solutions, consultancy, and maintenance services to leading institutions. It specializes in offering value-added services that optimize operations and reduce costs for its clients. With a focus on efficiency and reliability, the integrator constantly seeks innovative solutions to streamline communication processes for its clientele.

Business Challenge

The system integrator recognized the importance of maintaining professional email communication across its organization. However, as the company expanded, managing email signatures consistently became a challenge. With a growing team, ensuring that every outgoing email reflected the brand identity of the integrator and complied with legal requirements was becoming increasingly complex. Manual signature management was not only time-consuming but also prone to inconsistencies and errors. Many of the company employees while creating manual signatures tended to distort images and logos and become increasingly inconsistent with fonts and color. Inconsistencies became hard to curb.

Solution

The consultancy partnered with Hosting Controller and implemented ExSign, a smart email signature management solution designed specifically for Microsoft Exchange Server. ExSign offered the Turkish integrator a centralized platform to create and manage professional email signatures and disclaimers efficiently. By leveraging ExSign's dynamic rule-based system, the integrator could automate the process of stamping signatures and disclaimers on all outgoing emails, ensuring consistency and compliance without manual intervention. Despite different sender devices, different clients, and even different smartphones, ExSign enabled consistent signatures across all, including mobiles and handhelds.



- **Industry:** Technology
- **Headquarters:** Turkey
- **Size:** 1000 Users
- **HC Product:** ExSign

Customized Features to Meet Integrator's Needs:

In response to the integrator's specific needs, Hosting Controller tailored ExSign with additional features to optimize functionality and enhance user experience. These features were designed to offer greater flexibility, control, and insight into email signature management:

☒ **Comprehensive Reporting Capabilities:**

The system integrator required detailed insights into email signature usage and organizational stamping activities. To address this, Hosting Controller integrated robust reporting functionalities into ExSign. These included user stamping reports, entity reports, and organization stamping reports. User stamping reports provided visibility into individual user activities, while entity reports offered insights into signature usage across different departments or groups. Organization stamping reports provided a comprehensive overview of signature deployment at the organizational level, enabling the integrator to analyze trends, monitor compliance, and optimize signature strategies effectively.

☒ **Rule Management for OU Administrators:**

Recognizing the importance of decentralized rule management, the system integrator requested the ability for Organizational Unit (OU) administrators to delete or edit rules within ExSign. Hosting Controller implemented this feature, empowering OU administrators to manage rules specific to their departments or units. This capability ensured alignment with departmental policies and preferences while maintaining centralized oversight and control.

Implementation Process

1. **Assessment and Planning:** Hosting Controller's team conducted a thorough assessment of the integrator's email communication needs and existing infrastructure. Based on the assessment, a tailored plan was developed to seamlessly integrate ExSign into the company's Microsoft Exchange environment.
2. **Configuration and Customization:** ExSign was configured according to the integrator's branding guidelines and legal requirements. Custom rules were defined to determine when and how signatures and disclaimers should be applied to outgoing emails.
3. **Integration and Testing:** The ExSign solution was integrated with the company's Microsoft Exchange Server environment, and extensive testing was conducted to ensure smooth functionality and compatibility with existing email workflows.
4. **Training and Support:** Hosting Controller provided comprehensive training to the concerned IT administrators on managing and maintaining ExSign. Ongoing support and assistance were also offered to address any issues or queries that arose during the implementation phase and beyond.

Key Solution Benefits

The implementation of ExSign brought significant improvements to the company's email communication processes:



Consistency

With ExSign, the system integrator achieved consistent branding across all outgoing emails, reinforcing its professional image and enhancing brand recognition.



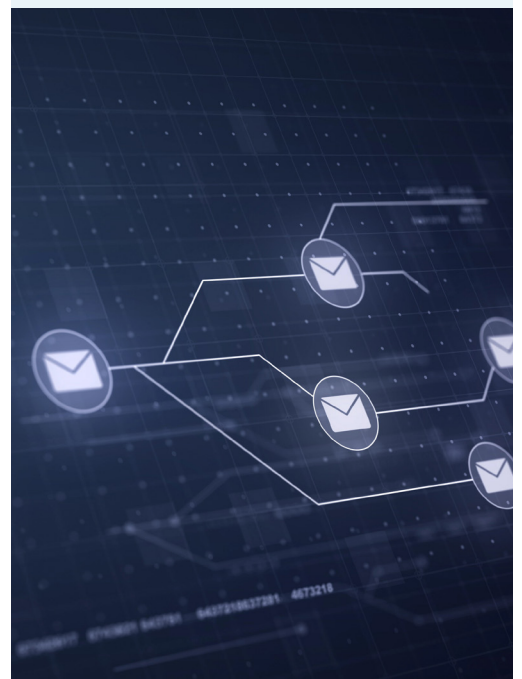
Compliance

ExSign's rule-based approach ensured that all outgoing emails included the necessary disclaimers, helping the business comply with regulatory requirements and mitigate legal risks.

Customized Features to Meet Integrator's Needs:

☒ Automated Removal of Excluded Users and License Management:

The system sought to streamline the management of excluded users and optimize license utilization within ExSign. Hosting Controller responded by introducing an automated process for removing excluded users from the system after organization deletion. Additionally, ExSign's licensing management module dynamically adjusted license allocation based on organizational changes, ensuring accurate license utilization, and minimizing costs.





Efficiency

By automating signature management, ExSign saved the integrator valuable time and resources that were previously spent on manual signature creation and enforcement.



Scalability

As the value-added solutions provider continues to grow, ExSign scales effortlessly to accommodate the company's evolving needs, ensuring seamless email communication management at any scale.

Conclusion

By implementing ExSign from Hosting Controller, the Turkish integrator successfully overcame the challenges associated with email signature management, achieving enhanced efficiency, consistency, and compliance in its communication processes. ExSign's robust features and seamless integration with Microsoft Exchange Server have empowered the ISO certified solutions provider to focus on its core business activities while maintaining professional standards in email communication. Hosting Controller remains committed to supporting the integrator's ongoing success and continues to provide innovative solutions to meet the evolving needs of its clients in the digital landscape.

"In the modern business landscape, maintaining professional email communication is essential for reinforcing brand identity and ensuring compliance with regulatory requirements. As organizations grow, managing email signatures consistently becomes increasingly challenging. The Turkish system integrator faces the dilemma as it expands its operations. To address the challenge, it partners with Hosting Controller to implement ExSign, a smart email signature management solution tailored for Microsoft Exchange Server."



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We are bound by Non-Disclosure Agreements (NDAs) with our partners, which prevent us from disclosing their names and identities. Therefore, we are unable to provide the real name of the organization under discussion.

Founded in 1999 and a pioneer in Windows Hosting Automation, Hosting Controller is a hybrid multi-cloud control panel for enterprises, government organizations and service providers. Hosting Controller transforms your data center into a private cloud, letting your data stay where it is. Hosting Controller's robust and unified control panel offers cross platform support, N-tier user architecture and self-service portals. It has built-in integrations for Microsoft Enterprise Applications MS Exchange, SharePoint, Skype for Business, Active Directory and MS 365 and a full automation solution for IaaS offering virtualized partitions on both Windows and Linux based servers through Hyper-V and VMware. Hosting Controller Inc. is based in Ontario, Canada and has customers in 125 countries worldwide.

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