

CASE STUDY

EVERTON FOOTBALL CLUB

Migrating to Microsoft 365 left Everton Football Club without a way to effectively manage their Microsoft 365 signatures. Enter Exclaimer Cloud.



Everton F.C. (Football Club), is a renowned English football club based in Liverpool that plays in the Premier League, the most watched football league in the world. Starting its history in 1878 as St Domingo's F.C., a church team created so parishioners of the St Domingo Methodist Church could play sport all year round, Everton F.C was a founding member of the Football League in 1888, which later became the Premier League as it is known today. Based at Goodison Park in Walton, Liverpool since 1892, the club has won nine league titles and five FA Cups over its history and has a well-known sporting rivalry with Liverpool F.C.

THE NEED FOR AN MICROSOFT 365 EMAIL SIGNATURE MANAGER

Football clubs like Everton F.C. are instantly recognizable across the globe, carrying with them years of tradition and heritage that cross generational barriers. The sporting crest of any football club is an integral part of its identity, needing to appear on anything relating to said club, from the football kits, club merchandise and official marketing communications. This also relates to the email signatures that are used by its employees. It makes no sense for a club to leave email signature management to every single end user, just as it would not for any other professional organization.

Fortunately, Everton F.C. understood the importance of using an email signature manager to protect the club's "brand" and had been using Exclaimer's previous on-premises email signature software for a number of years. However, a recent migration from on-premises Exchange to Microsoft 365 meant that this solution was no longer suitable for the task at hand.

"We had previously been using Exclaimer software to manage all of our users' email signatures, which had worked very well for us," said Joshua Martin, IT Support Technician (2nd & 3rd Line) at Everton F.C. "Having moved to Microsoft 365, we didn't want to lose the control over signatures that we had become accustomed to. We run a lot of advertising campaigns via this channel, especially for our official charity Everton in the Community, so it was vital to invest in a Microsoft 365 signature manager as soon as possible."

INDUSTRY

Sports

LOCATION

United Kingdom

WEBSITE

evertonfc.com

THE CHALLENGE

- ▶ Relying on Microsoft 365 Transport Rules to create email signatures
- ▶ Difficult to run advertising campaigns for club's official charity
- ▶ Unable to use Exclaimer on-premises software having moved to Microsoft 365

THE SOLUTION

- ▶ Transition from on-premises Exclaimer software to Microsoft 365 version
- ▶ Replication of all previous email signature templates
- ▶ Full implementation with no IT downtime

THE BENEFITS

- ▶ Total control over all employee email signatures again
- ▶ Continued usage of display banners for marketing purposes

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Creating Microsoft 365 signatures using just Transport Rules isn't great.



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TRUSTING EXCLAIMER

Having had a positive experience using Exclaimer products, Mr Martin was very interested in trying out its Microsoft 365 signature solution. "Creating Microsoft 365 signatures using just Transport Rules isn't great," stated Mr Martin. "It makes the whole process too complicated, which was why I didn't want to change how we were already managing our email signatures. Basically, I wanted an Exclaimer solution that integrated with Microsoft 365, which thankfully was available."

"We're big fans of Exclaimer here at Everton, and I've always found the team very approachable," he continued. "The sales process was very smooth and it was a seamless transition from our on-premises email signature software to the new cloud-based solution. Exclaimer made it even easier by converting all of our previous email signature templates into ones that we could use within the Exclaimer Cloud UI."

MAKING EMAIL SIGNATURE MANAGEMENT EASY

After just two hours, Exclaimer was managing all Microsoft 365 email signatures for Everton F.C., causing no downtime in the interim. The fact that the solution was easy-to-use was an added bonus. "For me, the great thing about this product is that it's designed for anyone to use," concluded Mr Martin. "You don't need any special IT skills to create a really great email signature. It does exactly what you expect and need it to do, making Microsoft 365 signature management simple. We would strongly recommend using Exclaimer within any sports club or business."

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Joshua Martin

IT Support Technician
(2nd & 3rd Line)

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