

CASE STUDY

THE MOVEMBER FOUNDATION

The Movember Foundation chooses Exclaimer to centrally manage its Microsoft 365 email signatures so it could move away from Transport Rules.



The Movember Foundation, commonly known as Movember, is a leading charity that focuses on tackling men's health on a global scale. It has one goal: to stop men dying too young. By 2030, it aims to reduce the number of men dying prematurely by 25% by funding game-changing men's health projects.

Millions have joined the movement, allowing it to fund over 1,200 projects focusing on prostate cancer, testicular cancer, mental health, and suicide prevention. In addition, its Awareness and Education program is encouraging men to become more aware of their health, to talk about the big stuff in life, and take action when health issues arise.

MANUAL EMAIL SIGNATURE ISSUES

In the modern business world, an organization is expected to have a professional email signature that has brand consistency, a compliant legal disclaimer, dynamic marketing content, and will work across multiple web-enabled devices. However, IT departments often find the implementation of Microsoft 365 Transport Rules for email signature management problematic, especially when more than one rule is required.

"We had tried to manage our email signatures using Transport Rules and we found them to be an absolute nightmare," stated Stephen Collett of the Movember Foundation. "It was too difficult to ensure every office location had a consistent signature template that accurately reflected the Movember brand. At the same time, we needed to stop our users from doing whatever they wanted with the signature they were given. Our brand is incredibly important to our reputation and we couldn't have it be affected by inconsistent email signature designs."

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INDUSTRY

Not-For-Profit



LOCATION

Australia



WEBSITE

movember.com

THE CHALLENGE

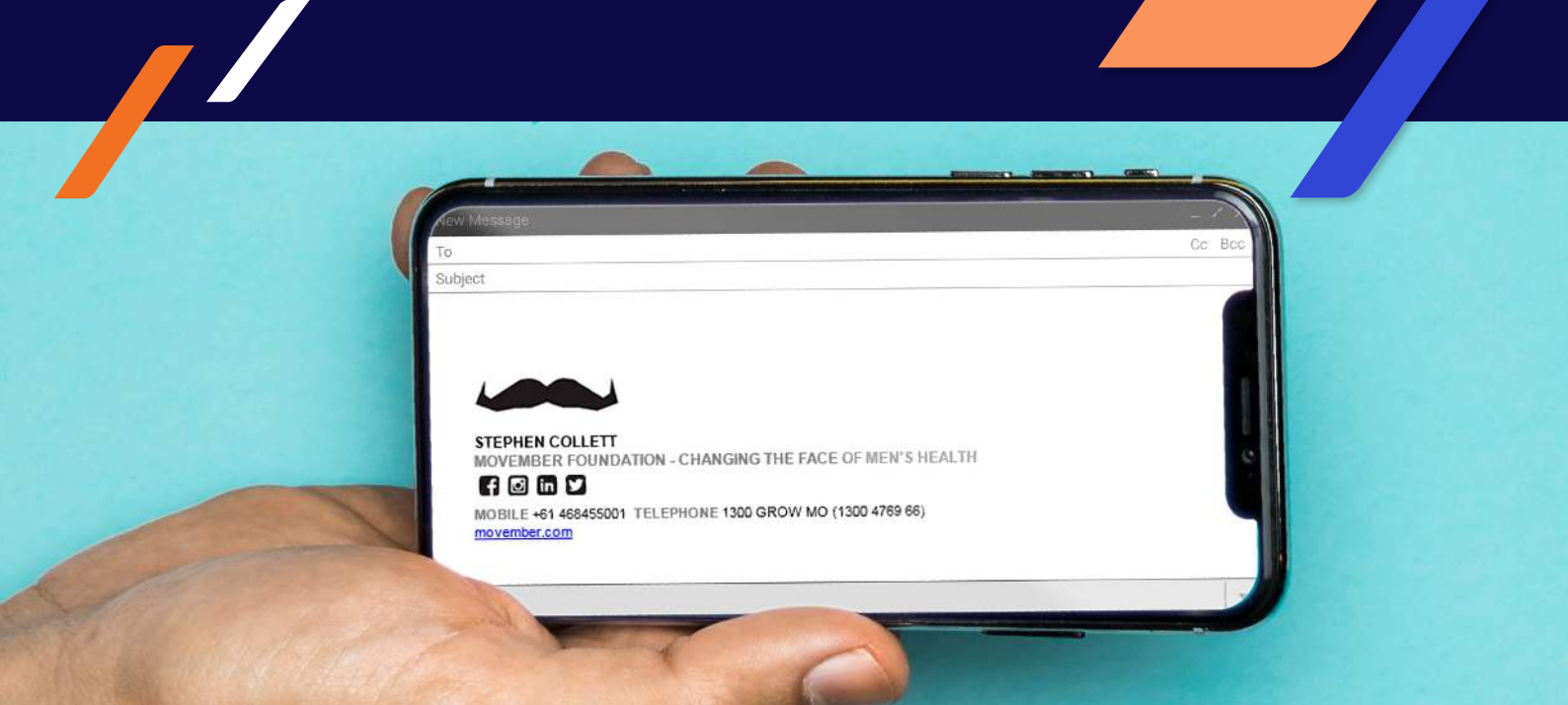
- ▶ Manually having to implement signatures on a global scale using Transport Rules
- ▶ Inconsistent branding on employee signatures in multiple offices
- ▶ Employees would not use the signature template they were given

THE SOLUTION

- ▶ Implementation of Exclaimer Signature Management Cloud
- ▶ Full implementation across all global offices following successful trial period

THE BENEFITS

- ▶ Centrally managed email signatures that don't require Transport Rules
- ▶ Consistent branding on all email communications



MAKING SIGNATURE UPDATES MANAGEABLE

In the end, Movember decided that the best course of action was to look at an Microsoft 365 email signature management solution. “We were familiar with Exclaimer from the days of using on-premises Exchange servers,” Mr Collett said. “Once we found out that it had released an Microsoft 365 product, we were keen to try it to see if it would meet our requirements. Again, with so many different offices around the world, we were pretty adamant we had to move away from Transport Rules. Exclaimer Signature Management Cloud looked like it was the answer we were looking for.”

“Once we had signed up for a free trial, it was just a question of testing how the service worked and seeing if it really could deliver centrally managed Microsoft 365 signatures for everyone. Thankfully, we had no issues and we were able to get the service running really quickly. It ended up working exactly the way we wanted it to and was really simple-to-use.”

A MORE USER-FRIENDLY EXPERIENCE

Once the free trial of Exclaimer Signature Management Cloud had expired, Movember decided to continue using the service as it was perfect for their needs. “The product works really well and has solved the headache of managing and trying to maintain consistent email signatures,” declared Mr Collett. “We can now deliver centrally managed email signatures without having to rely on Transport Rules, ensuring that users always have on-brand signatures. The process of getting Exclaimer implemented and operational was very straightforward, with Exclaimer able to provide the support and assistance that made the process seem effortless.”

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The Movember Foundation

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