

# Mailbox Central

- market your company in every e-mail



## Centrally design and maintain all corporate email signatures!

Mailbox Central is an easy and advanced tool for organizations wishing to benefit from one of their most important 'branding' tools: email communication.

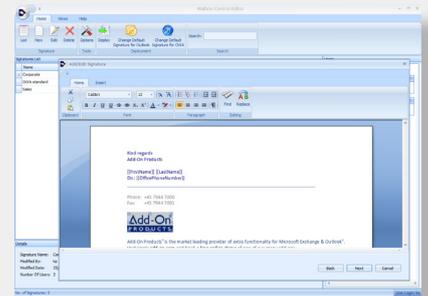
With Mailbox Central for Microsoft Outlook® it takes little time for administrative personnel to:

- ▶ design corporate and departmental templates
- ▶ update signatures for distribution lists with a few clicks
- ▶ insert merge fields like local phone, title, department etc.
- ▶ use different templates for new, reply & forwarded emails

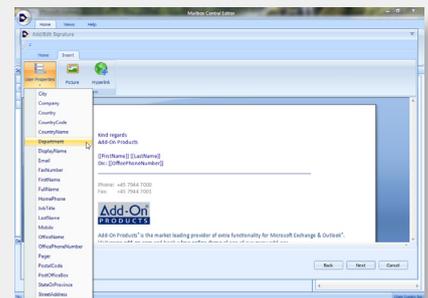
Mailbox Central provides your organization with the unique possibility to implement and ensure a company-wide standard email signature and identity.

With Mailbox Central your email will stand-out, while effectively distributing your employees contact information and enhancing your corporate 'brand' and image.

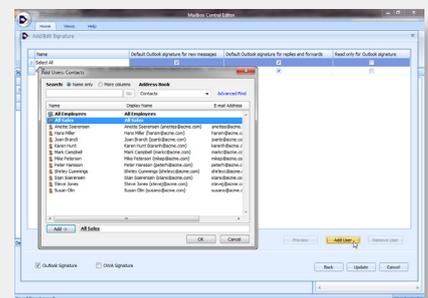
Mailbox Central is ideally suited for all types of organizations that wish to maintain their corporate identity.



*Create template:  
Create and maintain templates in a user friendly editor*



*Choose updatable fields:  
Select the fields available from the Active Directory such as Title, Phone etc.*



*Deploy:  
Choose recipients, preview and deploy signatures with only a few clicks*

## Mailbox Central

- focus on e-mail 'branding'

### Why e-mail 'branding' is important

- ▶ Today more than 80% of all communication between business partners takes place via e-mail
- ▶ Providing all employees with standardized e-mail signatures will help 'brand' your company image and improve awareness
- ▶ Email branding is the easiest and most cost effective way of marketing your company through daily communication, while informing your clients of up-to-date company information and campaign offers
- ▶ Using a tool which turns your daily business emails into a strong and powerful PR tool will boost your daily marketing message efforts significantly

### Mailbox Central features

- ▶ Company messages automatically inserted in all your emails - both for external and internal communication
- ▶ Signatures designed to reinforce your company image, inform customers about services and products, and include news, marketing material etc.
- ▶ Client based & compatible with Microsoft Outlook<sup>®</sup> 2003/2007
- ▶ Full management through the signature management console, allowing designated personel to make changes to company signatures
- ▶ Supports Outlook Web Access
- ▶ Access to our customer service for support and guidance

### Inexpensive solution

The e-mail signature can be seen as a business card or an advertisement exposed to all receivers of emails.

If your company has 65 employees, each of whom sends 15 e-mails daily outside the organization, it adds up more than 200,000 business cards or advertisements exposed annually for less than one cent per email.

If you have 500 employees, that's more than 1,5 million exposures annually. A strong addition to your regular marketing efforts.

Considering the pros and cons of today's marketing activities in regards to budgets, the immediate benefits from utilizing Mailbox Central is excellent.

### Add-On Products Mailbox Central

Central management of email signatures

Add-On Products<sup>®</sup> is a world-wide market leading provider of add-ons to the Microsoft Exchange & Outlook platform

#### Add-On Products<sup>®</sup>

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