

G-Cloud 15 Service Definition

Exclaimer Cloud - Email Signature Management

Service Name	Exclaimer Cloud Email Signature Management
Service Type	Software as a Service (SaaS)
Supplier	Howell Technology Group Limited
Framework	G-Cloud 15

Service Summary

Exclaimer Cloud provides centralised email signature management for Microsoft 365 and Exchange environments, ensuring brand consistency, regulatory compliance, and marketing campaign integration across all organisational email communications. Automated signature deployment eliminates manual configuration whilst enabling targeted marketing banners, legal disclaimers, and real-time updates across the entire organisation, transforming email signatures from an IT burden into a strategic marketing and compliance asset.

Service Description

Email signatures represent one of the most visible, yet poorly managed aspects of organisational branding and compliance. Traditional approaches requiring manual configuration by end users result in inconsistent branding, missing legal disclaimers, outdated contact information, and missed marketing opportunities. For organisations with hundreds or thousands of users, maintaining signature consistency becomes effectively impossible using native email client capabilities.

Exclaimer Cloud addresses these challenges by providing centralised, server-side email signature management that removes signature control from end users entirely. Signatures are applied automatically to all outbound email at the point of sending, ensuring 100% consistency regardless of which device, email client, or platform the sender uses.

The service integrates seamlessly with Microsoft 365 and Exchange Online, requiring no end-user software installation or configuration. Signatures are defined centrally by marketing and communications teams using an intuitive web-based designer, with dynamic field insertion pulling user information directly from Azure Active Directory attributes. This ensures signatures automatically contain correct phone numbers, job titles, addresses, and other contact information without manual updates.

Beyond basic signature management, Exclaimer Cloud provides sophisticated marketing campaign capabilities through conditional banner insertion. Marketing teams can schedule time-limited banners promoting events, products, or initiatives, with targeting rules ensuring relevant content reaches appropriate audiences. Legal and compliance teams can enforce mandatory disclaimers, regulatory statements, and confidentiality notices, with audit trails demonstrating compliance.

The platform supports complex organisational structures with multiple brands, departments, or subsidiaries, each potentially requiring different signature templates whilst maintaining overall governance and oversight. Signatures render correctly across all email clients including Outlook (desktop, web, mobile), Gmail, Apple Mail, and mobile devices, ensuring consistent appearance regardless of recipient platform.

Service Benefits

Brand Consistency and Protection

- Ensure 100% compliance with corporate branding guidelines
- Eliminate user-created signature variations and inconsistencies
- Protect brand reputation through professional, consistent signatures
- Support multiple brands within single organisation
- Immediate updates across entire organisation when branding changes

Marketing and Communication Effectiveness

- Transform email signatures into marketing channels
- Targeted campaign banners based on department, location, or custom attributes
- Scheduled campaigns with automatic start and end dates
- Click-through tracking for campaign performance measurement
- Estimated 1.3 million annual brand impressions per 100 employees

Compliance and Risk Management

- Mandatory legal disclaimers on all outbound email
- Regulatory compliance (UK GDPR, ICO requirements, industry regulations)
- Audit trail of all signature deployments
- Prevent disclosure of sensitive information in signatures
- Meet information governance requirements

Operational Efficiency

- Eliminate IT helpdesk tickets related to signature configuration
- Zero end-user involvement or configuration required
- Automatic synchronisation with directory changes
- Reduce IT administrative overhead by 15+ hours monthly
- Faster onboarding for new employees with automated signature deployment

User Experience

- Signatures work consistently across all devices and email clients
- No manual configuration or maintenance required from users
- Mobile device signatures match desktop appearance
- Automatic updates without user intervention
- No impact on email sending performance or reliability

Cost Avoidance

- Eliminate external agency costs for signature template design updates
- Reduce marketing collateral costs through email signature campaigns
- Prevent compliance penalties from missing disclaimers
- Lower IT support costs through automation
- Maximise ROI from existing email infrastructure

Service Features

Centralised Signature Management

- Web-based signature designer with WYSIWYG editor
- Template library with pre-designed professional signatures
- Multiple signature templates for different user groups
- Dynamic field insertion from Azure AD/Exchange attributes
- Custom field support for non-standard attributes
- Real-time preview across multiple email clients

Dynamic Content Insertion

- Automatic population of user details (name, title, department, phone, etc.)
- Office 365 photo integration
- Social media icons with clickable links
- Company logos and branding elements
- Custom conditional fields based on user attributes
- Multi-language support

Marketing Campaign Management

- Time-scheduled campaign banners
- Targeted delivery based on user attributes
- A/B testing for campaign effectiveness
- Click-through tracking and analytics
- Campaign approval workflows
- Template library for common campaign types
- Drag-and-drop campaign builder

Compliance and Legal Features

- Mandatory disclaimer insertion
- Regulatory statement templates (GDPR, PECR, industry-specific)
- Disclaimer position control (above/below signature)
- Conditional disclaimers based on recipient domain
- Audit logging of signature deployments
- Compliance reporting and verification

Multi-Brand and Organisational Support

- Multiple brand signatures within single tenancy
- Department-specific signature templates
- Geographical variations (different offices, regions)
- Hierarchy-based signature assignment
- Role-based signature templates
- Merger and acquisition signature management

Email Client Support

- Microsoft Outlook (desktop 2016/2019/2021, Microsoft 365 Apps)
- Outlook Web App (OWA)
- Outlook Mobile (iOS and Android)
- Apple Mail
- Gmail and Google Workspace
- Thunderbird
- Third-party mobile email clients

Integration Capabilities

- Azure Active Directory synchronisation
- Microsoft 365 Exchange Online integration
- Support for hybrid Exchange environments
- API access for custom integrations
- Webhook notifications for signature events
- SCIM provisioning support

Reporting and Analytics

- Signature deployment status reporting
- Campaign performance metrics

- Click-through rate tracking
- User coverage reports
- Compliance verification reports
- Custom report creation
- Scheduled report delivery

Administration and Governance

- Role-based administrative access
- Delegated administration for departments
- Approval workflows for signature changes
- Change history and audit trail
- Bulk user management
- PowerShell module for automation

How the Service is Delivered

Initial Consultation and Planning

HTG begins with a discovery workshop to understand your brand guidelines, signature requirements, compliance obligations, marketing objectives, and organisational structure. This informs signature template design, campaign strategy, and implementation approach.

Service Deployment

Exclaimer Cloud is deployed as a pure SaaS solution requiring no on-premises infrastructure. HTG's implementation includes:

1. **Azure AD Application Registration:** Creating and configuring the Exclaimer application within your Azure AD tenant with appropriate permissions for directory read access and email flow
2. **Mail Flow Configuration:** Implementing mail transport rules in Exchange Online to route outbound email through Exclaimer's signature insertion service
3. **Testing and Validation:** Comprehensive testing across all email clients, devices, and scenarios to ensure correct signature rendering

Standard deployments complete within 3-5 business days for organisations with straightforward requirements.

Signature Template Design

HTG's design team creates professional signature templates aligned with your brand guidelines. The service includes:

- Up to 3 signature template designs initially
- Incorporation of brand colours, fonts, and logos
- Social media icon integration
- Legal disclaimer formatting
- Mobile-optimised responsive design
- Accessibility considerations

Additional templates can be created as required for different departments, brands, or organisational units.

User Assignment and Deployment

Once templates are approved, HTG configures user assignments based on Azure AD attributes such as department, job title, office location, or custom attributes. Signature deployment is typically performed in phases:

1. **Pilot Group:** Initial deployment to small test group for validation
2. **Phased Rollout:** Gradual deployment across organisation by department or location
3. **Full Production:** Complete deployment across all users

Training and Knowledge Transfer

HTG provides comprehensive training for your marketing, communications, and IT teams covering:

- Signature template management and modification
- Campaign banner creation and scheduling
- User assignment and management
- Reporting and analytics
- Troubleshooting and support

Training is delivered remotely via Microsoft Teams with recorded sessions for future reference.

Ongoing Management Options

Self-Managed with Support: Your team manages day-to-day signature and campaign operations with HTG providing technical support, template design assistance, and strategic guidance.

Fully Managed Service: HTG assumes responsibility for ongoing signature management including template updates, campaign banner creation, user assignment management, compliance reporting, and regular service reviews.

Continuous Optimisation

HTG provides ongoing service enhancement through quarterly reviews assessing signature effectiveness, campaign performance analysis, template refinement recommendations, and compliance verification.

Service Management

Service Desk and Support

- UK-based service desk available during business hours (08:00-18:00 GMT)
- Email, telephone, and web portal support
- Ticket tracking through HTG's service management platform
- Dedicated account manager for service oversight
- Access to Exclaimer vendor support escalation when required

Incident Management

- Priority-based incident classification and response
- P1 (Critical - signatures not applying): 1-hour response time
- P2 (High - signature rendering issues): 2-hour response time
- P3 (Medium - minor visual issues): 4-hour response time
- P4 (Low - enhancement requests): 1 business day response

- Proactive monitoring of signature delivery success rates

Change Management

- Formal change process for signature template modifications
- Change approval workflows for regulated industries
- Testing in non-production environment before production deployment
- Scheduled updates outside business hours where required
- Emergency change procedures for urgent compliance updates

Service Reporting

- Monthly deployment success reports
- Quarterly campaign performance analysis
- Annual brand consistency assessments
- Real-time dashboard for signature coverage
- Custom reporting available on request

Onboarding and Offboarding

Onboarding Process

Typical onboarding completes within 2-3 weeks:

1. **Discovery and Planning (Week 1):** Requirements workshop, brand guideline review, compliance requirements, stakeholder interviews
2. **Design and Configuration (Week 1-2):** Signature template design, approval process, Azure AD integration, mail flow configuration
3. **Testing and Pilot (Week 2):** Pilot deployment, cross-client testing, user acceptance, refinement
4. **Training and Rollout (Week 3):** Administrator training, phased deployment, documentation delivery, go-live

Offboarding Process

Should you choose to discontinue the service:

1. **Notice Period:** 30 days' notice required for service termination
2. **Export Options:** Template designs provided in editable formats
3. **Mail Flow Restoration:** Removal of Exclaimer transport rules
4. **Knowledge Transfer:** Documentation for native signature management if required
5. **Data Retention:** Analytics data provided for historical reference

No penalties for service termination. Native Outlook signature templates can be created from existing designs if required.

Service Constraints and Dependencies

Prerequisites

- Microsoft 365 with Exchange Online or hybrid Exchange environment
- Azure Active Directory
- Global Administrator access for initial setup
- Outbound SMTP mail flow through Exchange Online Protection

- Appropriate Microsoft 365 licenses (E1, E3, E5, Business Basic, Business Standard, Business Premium)

Technical Constraints

- Requires modification of mail flow rules (mail transport rules)
- Maximum signature size 150KB (including images)
- External recipient signatures require Exchange Online Protection
- Some legacy email client versions have limited support
- Requires internet connectivity for signature insertion service

Supported Environments

- Exchange Online (Microsoft 365)
- Hybrid Exchange (on-premises and cloud)
- Exchange Server 2013 and later (with limitations)
- Not compatible with third-party email security gateways that modify message headers
- Google Workspace support available as separate service

Campaign Limitations

- Maximum 10 active campaigns per user simultaneously
- Campaign banners recommended maximum height 200 pixels
- Click tracking requires image loading (not available for plain text emails)
- Some email security gateways may block external images
- Campaign scheduling granularity: one-hour increments

Regional Considerations

- Service available globally where Microsoft 365 supported
- Signature insertion service hosted in Azure UK and US regions
- Data processing may occur outside UK (configurable)
- Some features may have regional variations based on Office 365 tenant location

Pricing Information

Licensing Model

Exclaimer Cloud is licensed on a per-user, per-year basis. Pricing includes:

- Unlimited signature templates
- Unlimited marketing campaigns
- All platform features and capabilities
- Standard technical support during business hours
- Regular platform updates and new features

Professional Services

Implementation and ongoing management services are priced separately:

- Initial signature template design (up to 3 templates included)
- Azure AD integration and mail flow configuration
- Administrator training and knowledge transfer
- Additional template design services
- Campaign banner design and creation
- Ongoing managed service (if selected)

Pricing Transparency

Detailed pricing is available through HTG's G-Cloud 15 pricing document. Pricing is based on:

- Number of licensed users
- Service level selected (self-managed vs fully managed)
- Additional template design requirements
- Campaign management services
- Contract term and volume discounts

No Hidden Costs

- No additional fees for updates or new features
- No per-campaign or per-template charges
- No charges for standard technical support
- No termination or exit fees
- No charges for reasonable template modifications

Data Security and Protection

Data Location and Sovereignty

- Signature processing services hosted in Microsoft Azure
- European data processing available (Azure UK South/West regions)
- US data processing also available
- Customer can specify preferred processing region
- No data storage beyond temporary processing cache

Data Processing

- Minimal data processing: email metadata and Azure AD attributes only
- No storage of email content
- No access to email body or attachments
- Temporary caching for signature insertion (maximum 24 hours)
- Automatic purging of cached data

Data Security Measures

- TLS 1.2 encryption for all data transmission
- Encryption at rest for cached data
- No long-term data storage
- Access controls and audit logging
- Regular security assessments and penetration testing

Compliance and Certifications

- ISO 27001 certified
- SOC 2 Type II certified
- GDPR compliant data processing
- UK Data Protection Act 2018 compliance
- Cyber Essentials Plus certified (HTG)

Privacy Protection

- Data Processing Agreement provided
- GDPR rights honoured
- No third-party data sharing
- Transparent data processing practices
- Right to erasure upon service termination

Email Security

- No modification of email content beyond signature insertion

- Maintains email security headers and DKIM signatures
- SPF and DMARC compatible
- No email delivery delays or failures
- Redundant processing infrastructure for reliability

Service Level Agreement (SLA)

Availability Commitment

- 99.99% uptime guarantee for signature insertion service
- Measured monthly excluding planned maintenance
- Service credits available for SLA breaches
- Planned maintenance communicated 5 business days in advance
- Maintenance typically performed outside business hours

Performance Commitments

- Signature insertion processing time <500ms per email
- No perceptible delay to email delivery
- Campaign updates apply within 15 minutes
- Directory synchronisation every 30 minutes
- Real-time signature preview in administration portal

Support Response Times

- P1 (Critical): 1 hour, business hours
- P2 (High): 2 hours, business hours
- P3 (Medium): 4 hours, business hours
- P4 (Low): 1 business day

Business hours defined as 08:00-18:00 GMT, Monday-Friday, excluding UK public holidays.

Success Rate Commitment

- 99.95% signature application success rate
- Automatic retry for temporary failures
- Fallback to default signature if custom template unavailable
- Monitoring and alerting for application failures

Terms and Conditions

Service provision is governed by HTG's G-Cloud 15 Call-Off Terms and Conditions. Key terms include:

Contract Duration

- Minimum initial term: 12 months
- Annual renewal thereafter
- 30 days' notice required for termination
- No penalties for early termination after minimum term

Service Changes

- HTG reserves right to update service features
- Material changes communicated 30 days in advance
- Pricing changes on 90 days' notice
- Customer right to terminate if material changes unacceptable

Liability

- Liability terms as per G-Cloud framework
- Professional indemnity insurance: £5,000,000
- Public liability insurance: £5,000,000
- Cyber liability insurance: £5,000,000

Intellectual Property

- Customer retains ownership of logos, branding, and content
- Template designs created by HTG owned by customer
- Exclaimer software remains property of Exclaimer
- No license restrictions on customer content

Additional Information

Environmental and Social Value

- Cloud-based delivery eliminates hardware requirements
- Paperless service delivery and reporting
- Carbon-neutral operations commitment
- Apprenticeship and graduate programmes
- Diversity and inclusion initiatives

Supplier Information

- Company Name: Howell Technology Group Limited
- Microsoft Solutions Partner status
- Exclaimer Certified Partner
- ISO 27001 certified
- Cyber Essentials Plus certified

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