

# **Covum Mailsignatur: Automatic signatures for Microsoft Outlook**

## **The facts at a glance**

### **WHAT about Covum Mailsignatur?**

Covum Mailsignatur is a program for automatic signatures in companies with a central management of signatures and an automatic creation of signature settings in the employees' email client. The program is loadable for MS Outlook min Version 2000.

### **WHICH BENEFITS are provided by Covum Mailsignatur?**

With Covum Mailsignatur you are equipped with a tool for centrally managing e-mails in your company which you use in a very flexible way with little effort. Hereby, mandatory fields in e-mails can be managed as comfortably as any other additional and corporate information (disclaimer etc.) which you also want to indicate in your e-mail correspondence.

Besides complying with new legal standards you can also enforce your CI/CD guidelines in a better way as well as issue your corporate and product information if required. Furthermore, you can support marketing and sales departments.

### **WHY do you need Covum Mailsignatur?**

#### **a) Avoiding reminders due to mandatory fields in business e-mails**

Ensure legal security in the simplest way!

The German lawmaker has regulated that from 01-01-2007 even in business e-mails mandatory fields about the company are compulsory. Through the German law about electronic companies' register and Register of Cooperatives as well as the Business Register (DE: EHUG) the regulations of § 37a, 125a HGB (= German Commercial Code), 80 AktG (= Corporation/Company Law), 35a GmbHG (= Limited liability Companies Act) and 25a GenG (= Cooperative Societies Act) were reformulated.

Both individual companies and groups are affected. Avoiding possible reminders and fines the companies have to arrange that all employees use these mandatory fields in their signatures of their business e-mails.

In Covum Mailsignatur templates in the formats txt, html and rtf are included for many different legal forms of business enterprises to make the creation of their signatures even simpler and more flexible.

## **b) For cost savings and disburdening the employees**

Starting with 3 employees you save costs!

It can become expensive if you commit your employees individually setting their signatures correctly: With respect to an estimated expenditure of 15-30 minutes per employee some of the costs accumulate. In addition to this, adaptations to the signatures will be necessary again and again over time so that this expenditure increases more and more. Finally, there is no guarantee that the given settings and adaptations are actually maintained by the employees. With Covum Mailsignatur the costs for the company-wide maintenance and management of signatures can be reduced to a minimum. The process security for the maintenance of signatures in the company is improved and at the same time this process is automated so that employees are disburdened and the given contents of signatures are preset.

## **c) Optimization of the e-mail management**

Optimize your e-mail and process management!

With a central management of mandatory fields in signatures connected to the automatic creation of signatures for all employees the management of signatures can be drastically simplified. Simultaneously, you gain security and the costs can be reduced to a minimum.

## **d) Standardized CI/CD in e-mails**

Provide your e-mail correspondence with a standardized appearance!

Electronic mail becomes more and more important for commercial correspondence. A standardized appearance and the compliance with the company's CI/CD would be actually expected. However, far from it! Any appearance, fonts and colors are combined by the employees.

With Covum Mailsignatur you once predefine the signatures' contents centrally. Therefore, they are standardized concerning content and appearance for all employees and you will also convince with standardized CI/CD in your e-mail correspondence.

## **e) E-mail for sales promotion and marketing**

Benefit from the flexible options to support your marketing and distribution processes! E-mails can be perfectly used for the support of marketing campaigns and sales promotion. Simply extend your signatures by notes to your newest product variants and corporate information.

## **f) Disclaimer and notes to exclusion of liability in e-mails**

E-mails can include trade and industrial secrets, links to other websites or any other confidential information. Covum Mailsignatur offers you examples for disclaimers in German and English which you can integrate as notes in your signatures.

#### **g) Connection of Active Directory and database to e-mails**

Use existent data sources for individual and dynamic creation of signatures!

Many companies manage their employees' individual data (title, name, position, phone, fax etc.) centrally. This can be Active Directory, LDAP or another database. Covum Mailsignatur provides interfaces to these data sources so that such individual staff data can be combined automatically with the centrally maintained data to a signature.

#### **h) Multilingualism in e-mails**

Use centrally managed translations for your foreign correspondence!

In reference to international correspondence signatures, presentations of products, disclaimers or other notes in e-mails have to be organized in several languages as well. With Covum Mailsignatur you can write such translations in the provided configuration files so that they automatically appear in your employees' signatures.

#### **i) What is the price of Covum Mailsignatur?**

Covum Mailsignatur is excellent value for money; annoying problems with licenses are omitted. The complete version as a central network installation carries a one-time cost of €349 (plus VAT) for the whole company.

#### **j) How testing Covum Mailsignatur?**

There is a free of charge, fully functional test version to download. This version shows no restrictions in functional terms, but automatically attaches an advertising text to your signature in every e-mail. This advertising text can be deleted manually anytime, but it appears again in every new e-mail.

#### **k) What expenditure requires Covum Mailsignatur?**

It is a minimal and negligible expenditure. A person responsible (administrator) should install and configure Covum Mailsignatur, this happens in only 3 work steps. In connection with the interfaces to Active Directory, LDAP or other databases the employees' personal data are then combined automatically with the central signature settings (mandatory fields, disclaimer etc.) during the login procedure. The employees themselves have nothing to do, they are completely disburdened.