

# E-mail signature™ profiles the municipality of Fredericia



***E-mailing has become a standard way of communication today, so it is important that all e-mail communication looks professional, says John Schmidt, IT manager at the municipality of Fredericia.***

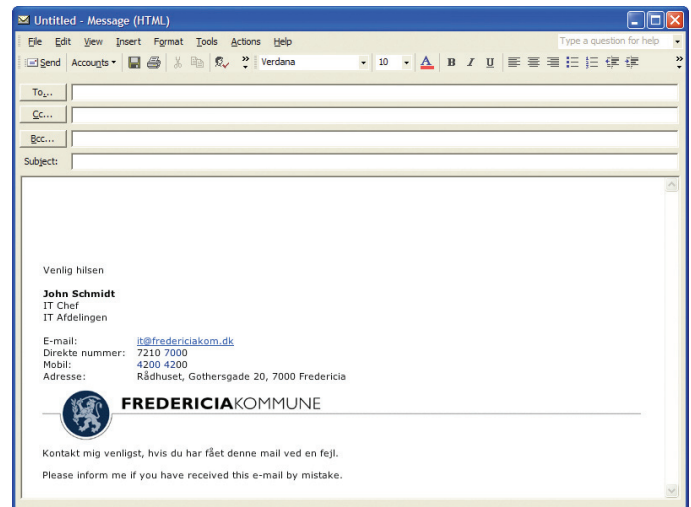
The municipality of Fredericia is one of the first of municipalities in Denmark to implement Office add-on's eMailSignature™.

eMailSignature™ is the missing link in the communication strategy of big companies and organisations. eMailSignature™ manages and standardises every e-mail centrally, solving the problem of inconsistent e-mail signatures that undermine the company's visual identity. eMailSignature™ updates individual signatures automatically from the company's employee database, meaning that contact data on outgoing e-mails are always correct and have a standardised design.

In Fredericia, all 2,500 employees of the municipality use eMailSignature™, including Fredericia's education center and sports center, which both have their own signatures. Data such as addresses and phone numbers are generated and maintained centrally.

***Design and general information are handled by the communication department, but each individual user can update the information himself, for example if the user gets a new mobile phone number or extension number. However, it is important to point out that the individual user cannot add additional information, but can only deselect information or deselect the signature completely. This may be of relevance for an administrative employee in the social services department, who may want to be anonymous in relation to the client, says John Schmidt.***

For a long time the municipality of Fredericia had considered developing an automatic e-mail signature themselves, but concluded that they lacked the capability to do so.



***We were having discussions with various suppliers who believed that they were able to solve the problem. We chose eMailSignature™ from Office add-on because they were able to deliver a ready-made product which lived up to our demands, says John Schmidt.***

eMailSignature™ is also a new marketing tool, which the municipalities can use to centrally manage links from all e-mails to e.g. the municipality website or to communicate an important message to the citizens of the municipality. And the outside world has noted the automatic e-mail signature in the outgoing e-mails from the municipality of Fredericia.

***We have received positive feedback from the outside world. People think it looks good and ask who made it, says John Schmidt.***

#### **Facts about the municipality of Fredericia:**

The municipality has 49,000 citizens. 4,000 are employed by the municipality, which has a central IT department of 9 employees, who take care of 50 servers and 1,200 PCs. The IT platform is Microsoft's Windows 2000 and 2003, which is operated partly by the municipality, partly by outsourcing. The municipality has 10 central telephone exchanges with 2000 telephone lines and has IP telephony installed.



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