



Symprex Email Signature Manager

User's Guide

Version 7.1.0.

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Symprex Email Signature Manager is the perfect solution for ensuring professional email communication across your organization with consistent signatures, mail format and contact information.

Benefits

Some of the most important benefits of Email Signature Manager are:

- Helps to ensure professional email communication.
- Standardized, identical and consistent email signatures for everyone.
- Correct and up-to-date contact information in emails.
- Signatures are visible to users when composing emails.
- Signatures are applied to emails sent from mobile devices.
- Helps improve professional organization image and branding.
- Minimum administration hassle for everyone.
- Emails are not re-routed from source to destination.
- Users do not have to do anything to use deployed signatures.

Features

Some of the most important features of Email Signature Manager are:

- Deploy identical signatures to Outlook, OWA and other email clients.
- Works with Android, iPhone, iPad, and Windows Mobile devices.
- Built-in disclaimer and campaign support.
- Powerful WYSIWYG template designer.
- Supports HTML, RTF and Plain Text email formats.
- HTML designer offers color-coded HTML source editing.
- Merge signatures with contact information from Active Directory.
- Merge signatures with contact information from virtually any type of database.
- Powerful test module with full preview in all formats.
- Test signatures before deployment in preview and in actual email clients.
- Flexible deployment of signatures to groups and individual users.
- Supports nested sub-groups when determining user group membership.
- Simple deployment via logon script command-line utility, Active Directory or ClickOnce installation.
- Status monitor to verify deployment status to every individual user.
- Signatures work both when on-line and off-line.

Getting Started

This introduction will take you through the [system requirements](#), an [overview](#) of Email Signature Manager and how to either perform a [first-time install](#) of the product or [upgrade](#) an existing installation.

About Symprex

Symprex is one of the leading companies in the world for add-on solutions for Microsoft Exchange Server, Office 365 and Outlook. Please see Symprex.com for more information about Symprex and the solutions we offer.

System Requirements

Email Signature Manager minimum system requirements are:

- Supported email clients and platforms:
 - Microsoft Outlook 2007 SP2/2010 SP2/2013/2016
 - Microsoft OWA/OOTW on Office 365
 - Microsoft OWA/OOTW on Exchange 2007/2010/2013/2016
 - Android, iPhone and iPad on Office 365
 - Android, Blackberry, iPhone, iPad and Windows Mobile on Exchange
- Supported email servers:
 - Microsoft Office 365
 - Microsoft Exchange Server 2007 SP3/2010 SP3/2013/2016
- Operating system:
 - Microsoft Windows 7/8/8.1/10
 - Microsoft Windows Server 2008/2008 R2/2012/2012 R2
 - Microsoft Windows Small Business Server 2008/2011
- Framework software:
 - Email Signature Manager:
 - Microsoft .NET Framework 4.X
 - Email Signature Manager Agent:
 - Microsoft .NET Framework 2.0/3.5 SP1/4.X
 - Email Signature Manager Transport Agent:
 - Microsoft .NET Framework 4.X
- System hardware:
 - Email Signature Manager:
 - CPU and memory requirements for operating system
 - 200MB free hard-disk space plus 5MB per 100 users for database
 - 1024 x 768 screen resolution
 - Email Signature Manager Agent:
 - CPU and memory requirements for operating system
 - 2MB free hard-disk space
 - Email Signature Manager Transport Agent:
 - CPU and memory requirements for operating system
 - 40MB free hard-disk space

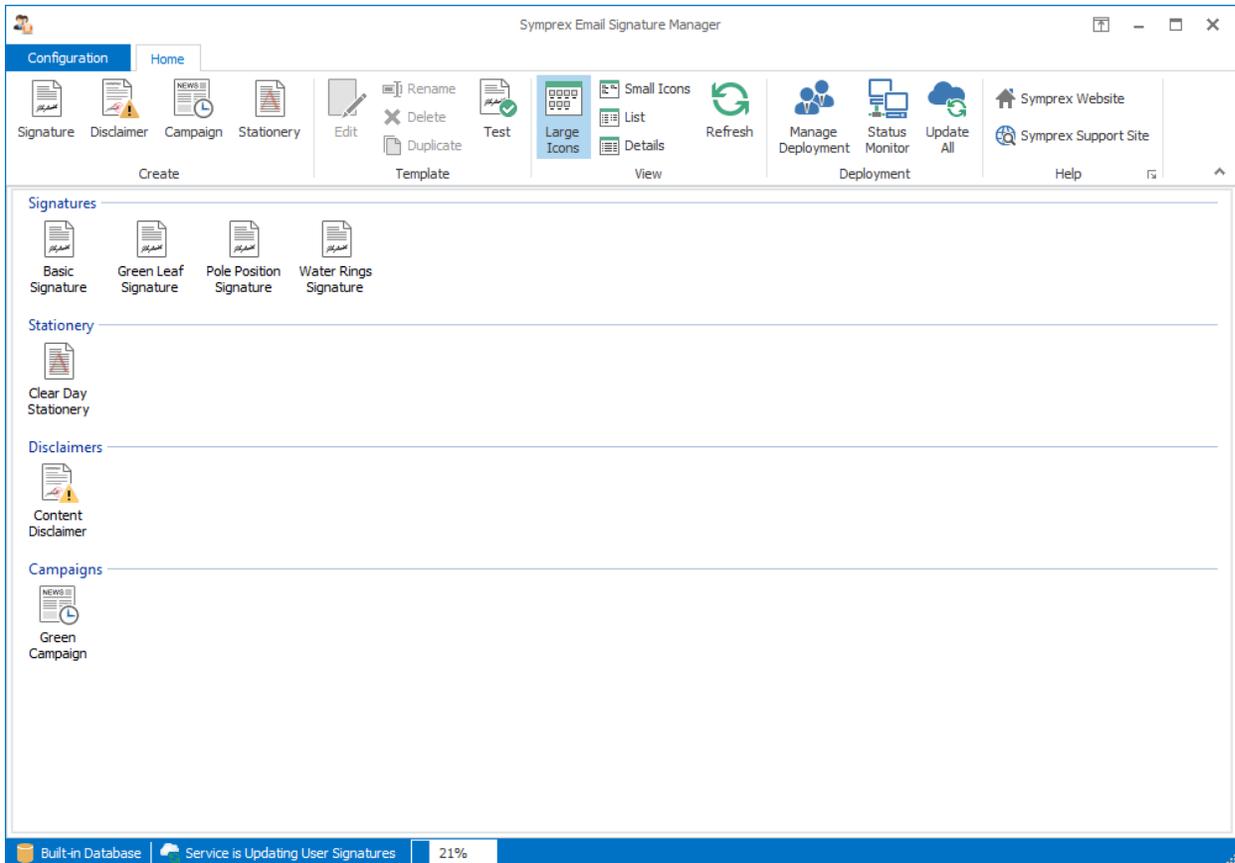
Email Signature Manager Overview

For an introduction to Email Signature Manager including solution benefits, features and how to get started, please see the general [introduction](#).

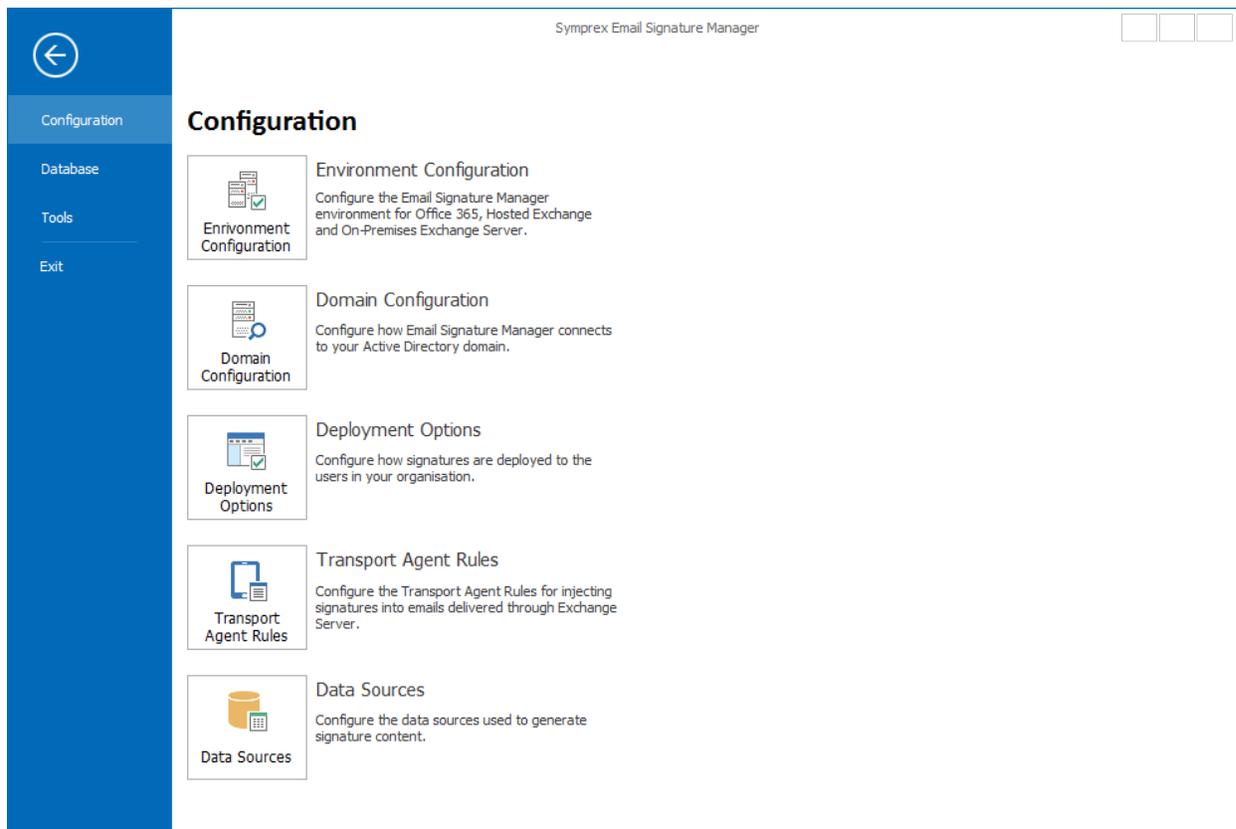
Easy to Use

The Email Signature Manager user interface is designed in accordance with current Microsoft guidelines for Microsoft Office applications. The main application window is divided into a top ribbon for accessing all of the commands, a work area in the middle for managing and editing templates, a status bar at the bottom, and a backstage for accessing configuration and tools.

The main application is shown below with the **Home** ribbon tab selected:



The main application is shown below with the **Configuration** ribbon tab selected:



With a user interface that works in the same way as current and recent versions of Microsoft Office applications, Email Signature Manager is intuitive and easy to use.

Central Management

All aspects of the Email Signature Manager solution are managed from within the graphical user interface of the main application. This is where you for example create, design and test your email signature templates, manage deployment to groups and users, and verify deployment results in the status monitor. The solution includes a service, which is responsible for generating signatures for Outlook, OWA and mobile devices by merging data from Active Directory (or custom data sources) with the signature templates including any disclaimers and campaigns.

Simple Deployment

Deployment of signatures to Outlook is seamlessly performed by the small Email Signature Manager Agent that runs on each user's computer. Depending on preference, the Agent can either be started from a logon script or installed using Active Directory Group Policy (GPO, Microsoft System Center (SSCM), or ClickOnce deployment. The Agent does not require a direct connection to the database and users do not need to be logged on to your domain for deployment to work.

The Outlook signatures are generated by the service, which is installed with Email Signature Manager, and this service is also responsible for seamless deployment of OWA signatures. Additionally OWA signatures work in the OWA App for mobile devices on Office 365, and signatures can be injected into emails sent

from mobile devices by the optional Email Signature Manager Transport Agent when using On-Premises Exchange Server.

Powerful Built-in Template Editor

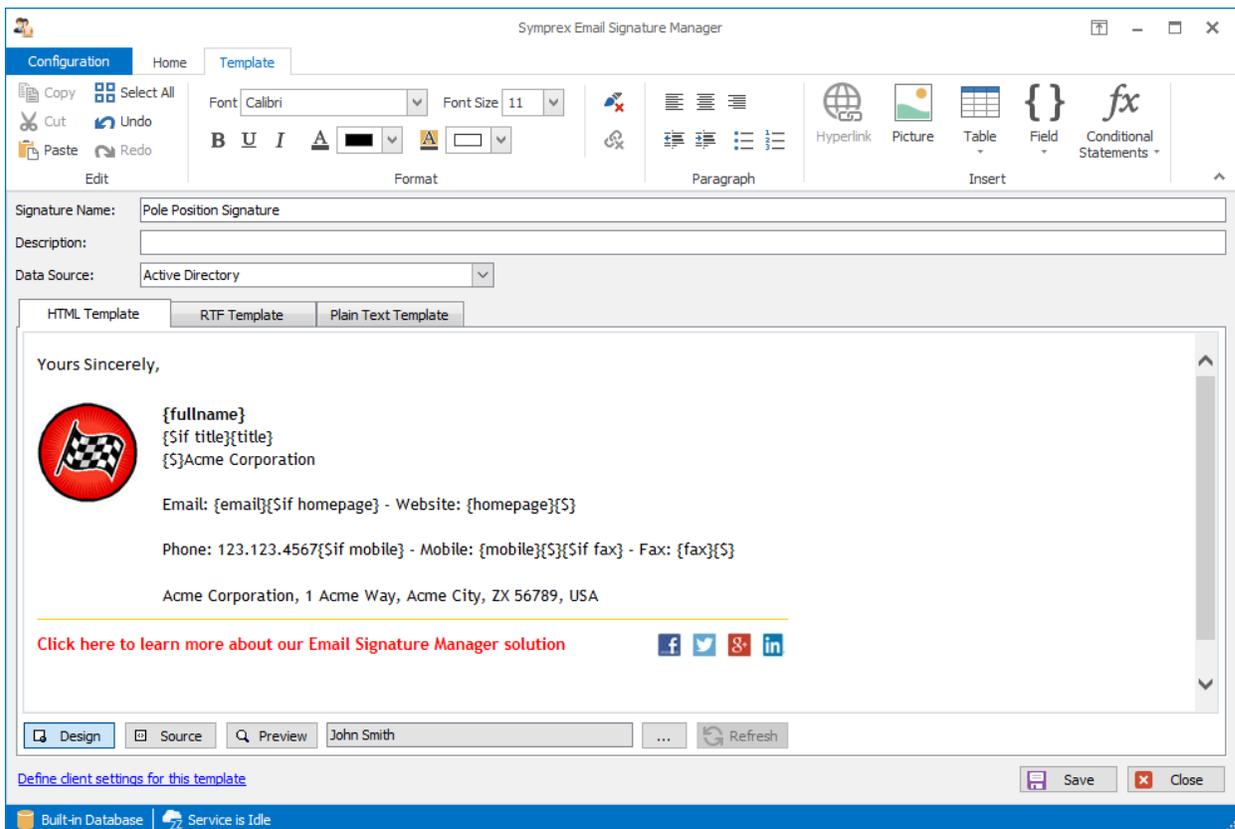
Email Signature Manager offers a powerful built-in template editor for designing and editing email signature, disclaimer and campaign templates.

A template consists of the following information:

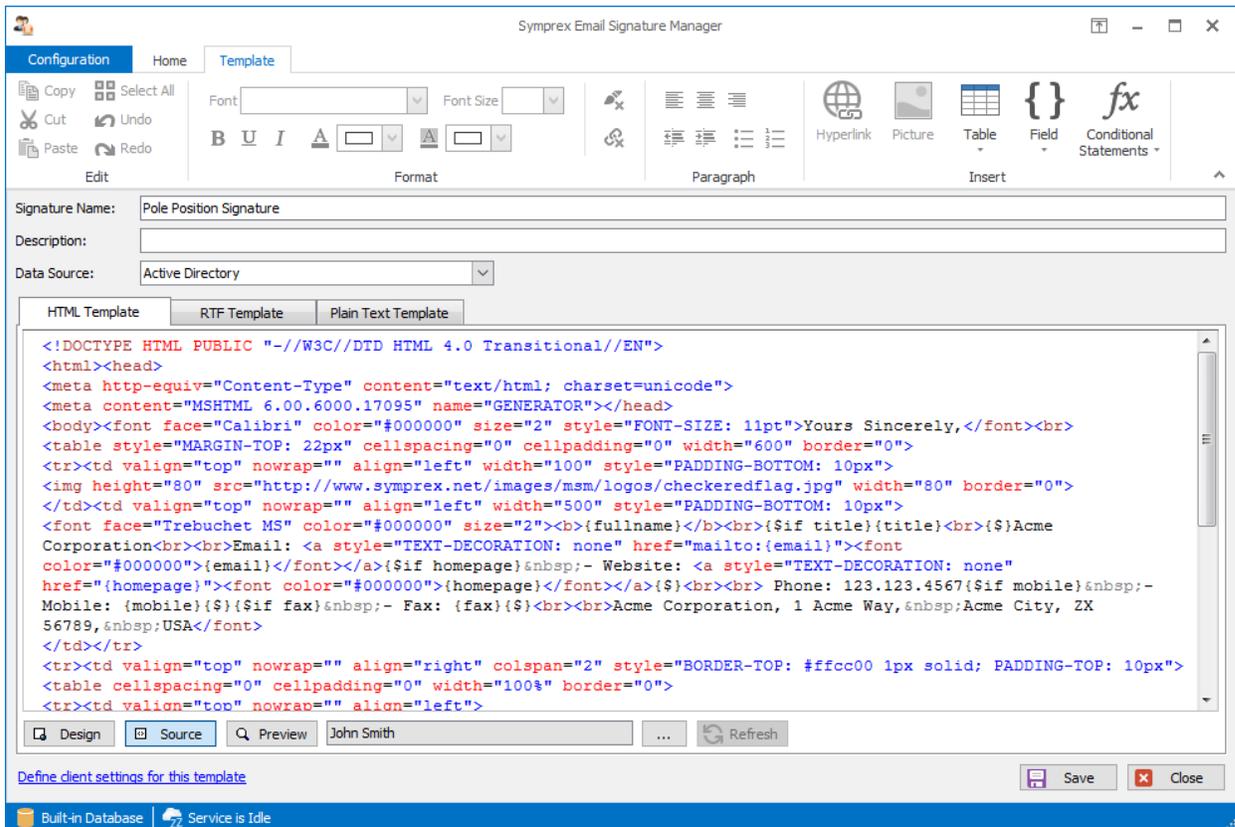
- Basic properties, such as name, description and data source.
- HTML, RTF and Plain Text templates with dynamic fields (which are merged with the data source) and conditional statements (to control when content appears in the signature).
- Optional client settings, such as default fonts and other settings.
- Template specific properties such as start and end date for campaigns.

When editing HTML templates the editor offers a Design, Source and Preview mode for WYSIWYG editing, HTML code editing (syntax color-coded), and previewing the template merged with user data.

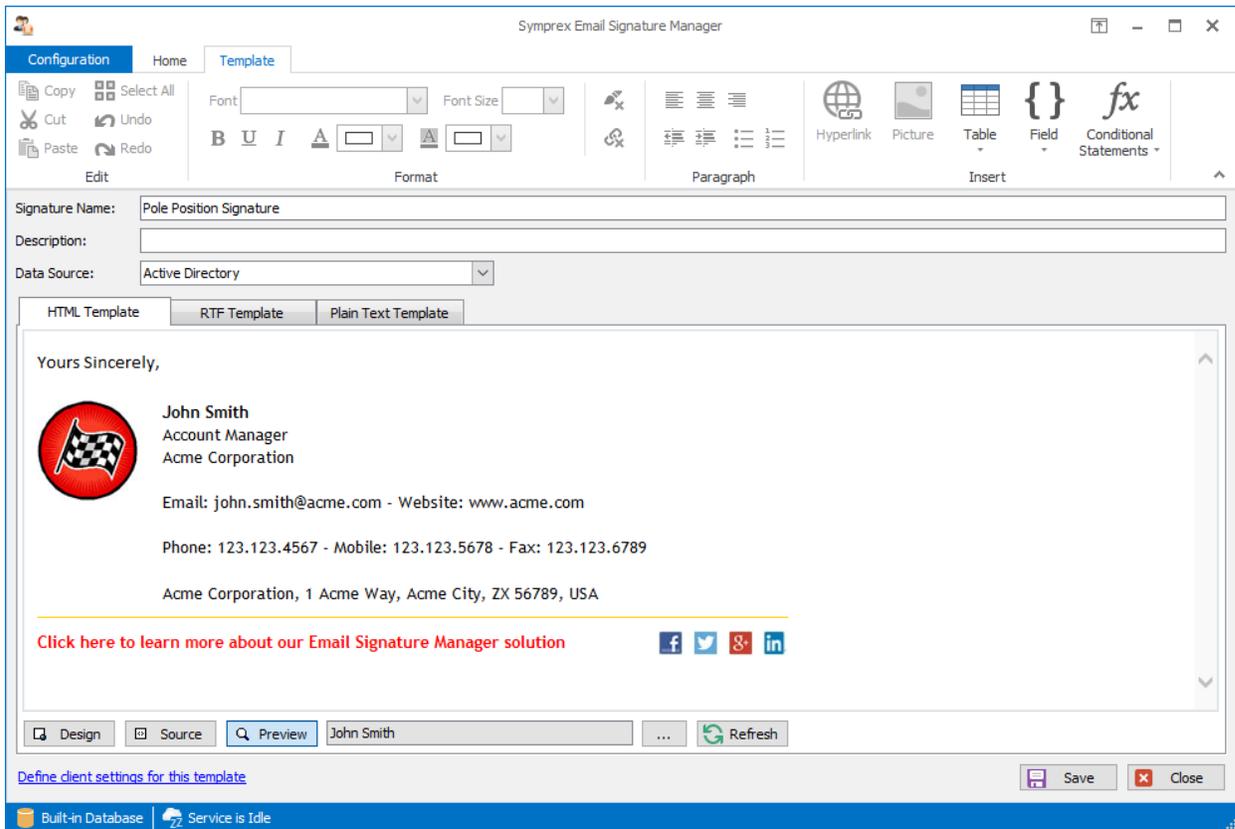
The built-in template editor is shown below in **Design** mode for WYSIWYG editing:



The built-in template editor is shown below in **Source** mode for source editing:

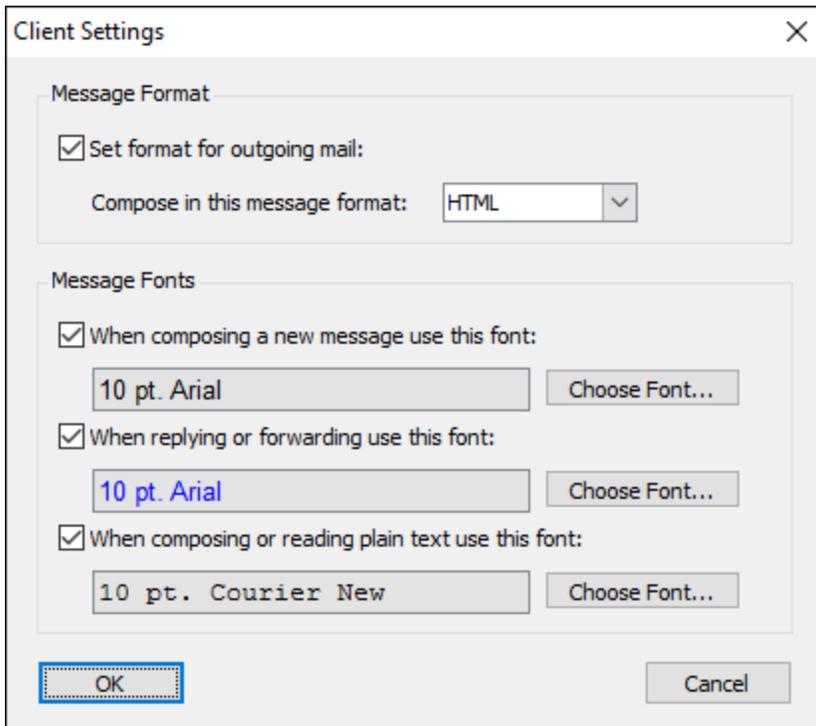


The built-in template editor is shown below in **Preview** mode merging template with user data:



Client Settings

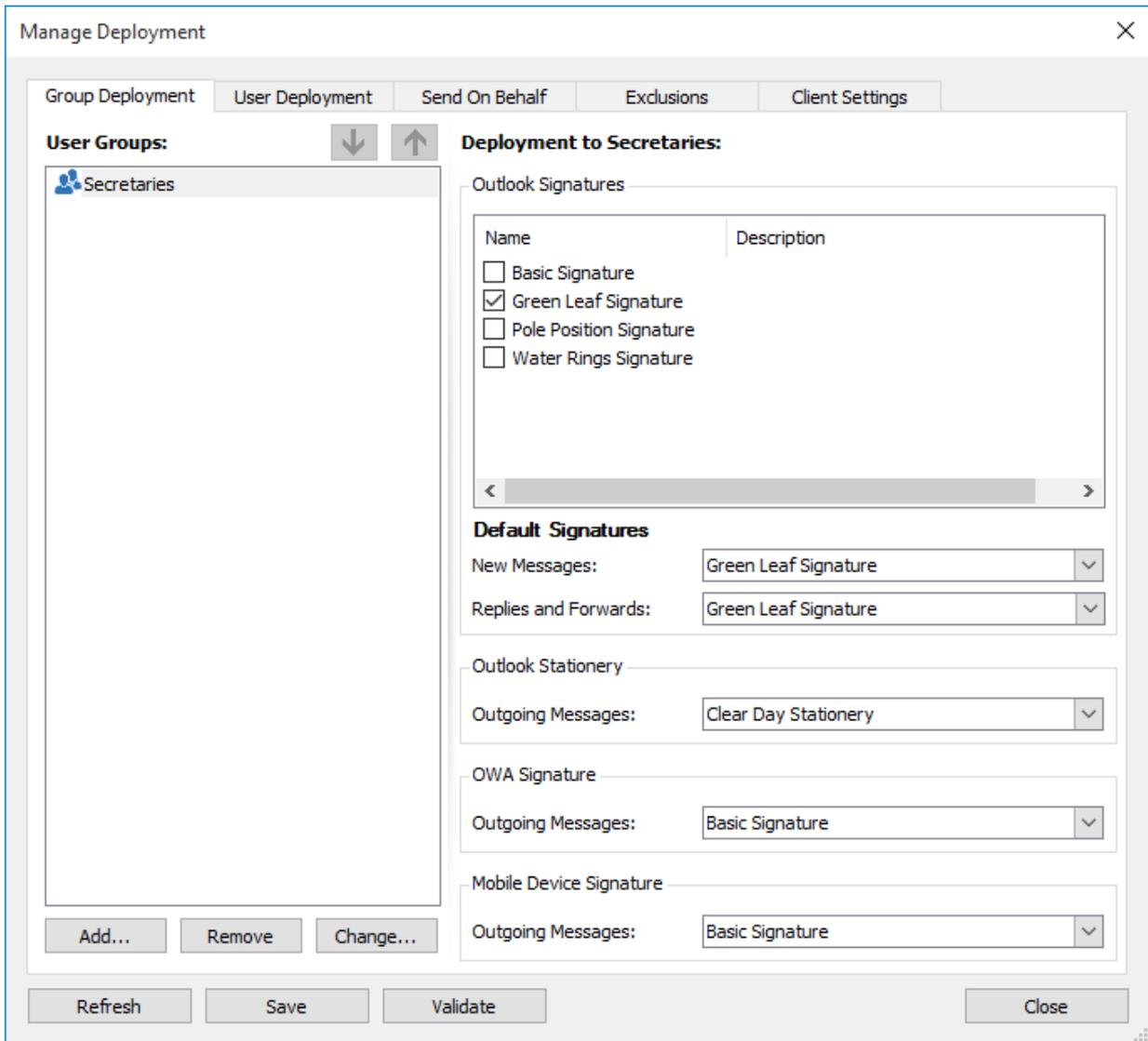
A signature template can optionally include a set of client settings to control default message format and fonts using the Client Settings dialog from within the template editor:



Client Settings can also be defined on a global level so that they are applied automatically when any signature is installed.

Easy Deployment Configuration

Configuring how users in your organization will receive signatures is simple using the Manage Deployment dialog:



Deployment can be specified either by group membership or by individual user, and signatures can also be deployed for users who send emails on behalf of other users in your organization.

Powerful Status Monitor

Reviewing signature deployment results is easy using the Status Monitor dialog:

	Name	Email Address	Service Result	Service Date/Time	Agent Result	Agent Date/Time	Agent Version
✓	Elizabeth Gibson	elizabeth.gibson@dm1008.local	OK	24 Nov 2015 22:09:22	OK	24 Nov 2015 22:06:12	v7.0.0.136
○	Jack Wilson	jack.wilson@dm1008.local	Skipped	24 Nov 2015 22:09:22			
▶	John Smith	john.smith@dm1008.local	OK	24 Nov 2015 22:09:22	OK	24 Nov 2015 21:39:49	v7.0.0.136
✓	Keira McDonald	keira.mcdonald@dm1008.local	OK	24 Nov 2015 22:09:22	OK	24 Nov 2015 22:22:00	v7.0.0.136
✓	Nicole Scott	nicole.scott@dm1008.local	OK	24 Nov 2015 22:09:22	OK	24 Nov 2015 22:09:00	v7.0.0.136
⊗	William Jones	william.jones@dm1008.local	Excluded	24 Nov 2015 22:09:22			

```

The current user is DM1008\john.smith.
The current computer is OF2010W7WS86.

Starting automatic update.

Fetching signatures via Exchange Web Services.

Outlook 2010 v14.0.7155.5000, 32-bit is installed.

The default mail profile is 'Outlook'.

Installing signature 'Green Leaf Signature'.
Installing to Outlook.
Signature successfully installed.

Installing signature 'Pole Position Signature'.
Installing to Outlook.
Signature successfully installed.

```

6 user records; 1 excluded, 1 skipped and no errors.

Refresh Show Excluded use Show Skipped users Update Close

The list of users can be sorted for example by status, name or last service our agent deployment date/ time. It is also possible to jump directly to any user by searching for example by name or email address. Finally the deployment to users can be updated immediately.

How Email Signature Manager Works

Email Signature Manager comprises the following components:

- **Main application** for managing signatures and configuring and monitoring deployment.
- **Service** responsible for the generation and deployment of user signatures.
- **Database** holding settings, templates, deployment configuration and status information.
- **Agent** running on each user's computer to update Outlook signatures.
- **Transport Agent** (optional) running on Exchange to inject signatures into emails sent from mobile devices.

The service and database are installed with the main application when performing a **Full Installation** of Email Signature Manager.

The following steps are used to deploy signatures to the users in your organization:

- Using the **Email Signature Manager** main application, your [environment](#) is configured; this tells Email Signature Manager how Exchange is deployed across your organization and is used to specify the service accounts that are used to update the mailboxes on Exchange Server and Office 365.
- Using the WYSIWYG editor, the [signature templates](#) are designed. The templates use [dynamic fields](#) and

[conditional statements](#) that are evaluated during deployment to produce signatures that are specific to each user (e.g. the signature can contain for example each user's name, email address and direct dial number) but standardized across your organization.

- Once the templates are designed and [tested](#), the main application is used to specify how signatures are [deployed](#) to the users in your organization. Deployment can be specified either by group membership or for individual users. The main application is also used to set certain deployment [options](#) that control how signatures are installed to Outlook on your users' computers.
- With signature design completed and deployment configured, the **Email Signature Manager Service** performs three core functions:
 - Generates Outlook signatures and writes those signatures to each user's mailbox using Exchange Web Services (EWS).
 - Deploys OWA signatures to each user's mailbox (also using EWS).
 - Generates mobile device signatures, to be injected into emails sent from mobile devices, and stores those in the database.
- The **Email Signature Manager Agent** runs on each users' computer to fetch the pre-generated signatures from their mailbox and deploy them to Outlook. Further information about the Agent can be found in [this topic](#).
- If the users in your organization use their mobile devices to send emails via your On-Premises Exchange Server, the **Email Signature Manager Transport Agent** is used to inject the appropriate pre-generated signatures into those emails during delivery. The Transport Agent knows where to inject the signature based on a set of [rules](#). Further information about the Transport Agent can be found in [this topic](#).

Note The Email Signature Manager Transport Agent can normally only be used in conjunction with On-Premises Exchange Server, although some Hosted Exchange providers may allow the Transport Agent to be installed. The Transport Agent cannot be used with Office 365, but OWA signatures will automatically work in the OWA App for Android and iOS platforms.

Installing Email Signature Manager

Before installing Email Signature Manager, if you have not already done so, it is recommended to review [how the product works](#), and then proceed as appropriate to:

- [Perform a new installation](#)
- [Upgrade an existing installation](#)

New Installations of Email Signature Manager

Each installation of Email Signature Manager requires one instance of a **Full Installation** of the product, which comprises the following components:

- The Email Signature Manager main application.
- The Email Signature Manager Service.
- The Built-in Database.

For details of what each component does, please refer to the topic on [how the product works](#).

The steps to install Email Signature Manager depend on your Exchange environment:

- [On-Premises Exchange Server](#)
- [Office 365](#)
- [Office 365 and On-Premises Exchange Server](#)
- [Hosted Exchange](#)
- [Hosted Exchange and On-Premises Exchange Server](#)

Installing for On-Premises Exchange Server

This topic describes the steps for installing Email Signature Manager in an organization that uses On-Premises Exchange Server:

1. Create the [service account](#) on your On-Premises Exchange Server for Email Signature Manager to use to access mailboxes in your organization.
2. Review the guidance on [throttling policies](#) for Exchange Server 2010 and higher.
3. Perform a **Full Installation** of Email Signature Manager on to a suitable Windows Server.
4. Complete the [post-installation tasks](#) to configure Email Signature Manager.

Installing for Office 365

This topic describes the steps for installing Email Signature Manager in an organization that uses Office 365:

1. Create the [service account](#) on Office 365 for Email Signature Manager to use to access mailboxes in your organization.
2. Perform a **Full Installation** of Email Signature Manager on to a suitable Windows Server.
3. Complete the [post-installation tasks](#) to configure Email Signature Manager.

Installing for Office 365 and On-Premises Exchange Server

This topic describes the steps for installing Email Signature Manager in an organization that uses a mixed Office 365 and On-Premises Exchange Server environment:

1. Create the [service account](#) on your On-Premises Exchange Server for Email Signature Manager to use to access mailboxes in your organization.
2. Review the guidance on [throttling policies](#) for Exchange Server 2010 and higher.
3. Create the [service account](#) on Office 365 for Email Signature Manager to use to access mailboxes in your organization.

4. Perform a **Full Installation** of Email Signature Manager on to a suitable Windows Server.
5. Complete the [post-installation tasks](#) to configure Email Signature Manager.

Installing for Hosted Exchange

This topic describes the steps for installing Email Signature Manager in an organization that uses Hosted (Off-Premises) Exchange:

1. Contact your Exchange hosting provider and ask them to create the [service account](#) within their Exchange platform for Email Signature Manager to use to access mailboxes in your organization.
2. Perform a **Full Installation** of Email Signature Manager on to a suitable Windows Server.
3. Complete the [post-installation tasks](#) to configure Email Signature Manager.

Installing for Hosted Exchange and On-Premises Exchange Server

This topic describes the steps for installing Email Signature Manager in an organization that uses a mixed Hosted Exchange and On-Premises Exchange Server environment:

1. Contact your Exchange hosting provider and ask them to create the [service account](#) within their Exchange platform for Email Signature Manager to use to access mailboxes in your organization.
2. Create the [service account](#) on your On-Premises Exchange Server for Email Signature Manager to use to access mailboxes in your organization.
3. Review the guidance on [throttling policies](#) for Exchange Server 2010 and higher.
4. Perform a **Full Installation** of Email Signature Manager on to a suitable Windows Server.
5. Complete the [post-installation tasks](#) to configure Email Signature Manager.

Post Installation Tasks

Having performed a **Full Installation** of Email Signature Manager, start the main application and complete [Product Configuration Wizard](#) as follows:

1. On the **Introduction** page, click the **Next** button.
2. On the **Installation Type** page, select **New Installation** and click the **Next** button.
3. On the **New Installation** page, select the **Type** and **Built-In Database** and click the **Next** button.
4. On the **Database Connection Established** page, click the **Next** button.
5. On the **Environment Configuration** page, it is recommended that you select **Configure Environment Now** to complete the configuration of Email Signature Manager for your type of Exchange environment; however, this step can be skipped and completed at a later stage. When you have selected the appropriate option, click the **Next** button.

6. If you selected the **Configure Environment Now** option, the [Environment Configuration dialog](#) will be opened. Select the appropriate option that describes your Exchange environment and enter the details of the service accounts; it is recommended to use the **Test** button to ensure that each account has been properly configured. Click the **OK** button to proceed to the final step of the wizard or the **Cancel** button to return to the **Environment Configuration** page of the wizard.
7. The **Finished** page of the wizard will report on the current configuration of the product. Click the **Finish** button to close the wizard.

After the wizard has been completed, you are ready to configure the product to deploy signatures to the users in your organization:

1. To get started, you can use one of the example signature templates that are included with the product or you can use the WYSIWYG editor to [create your own](#).
2. Using the [Manage Deployment dialog](#), specify which users will receive signatures.
3. The service now has everything that it needs to generate the signatures for Outlook and to deploy signatures to OWA, so click the **Update Now** button in the ribbon.
4. Use the [Status Monitor dialog](#) to verify that the service is working.
5. Arrange for the **Email Signature Manager Agent** to be executed on your end users' computers. There are a number of ways of achieving this; please refer to [this topic](#).

Congratulations! You have now completed the basic configuration of the product and the users in your organization should have signatures installed to Outlook and OWA.

Other post-installation tasks that you may wish to complete are:

- Migrate the database to [SQL Server](#) if you wish to use the **Email Signature Manager Transport Agent** to inject signatures into emails sent from mobile devices, or if you wish to be able to manage your Email Signature Manager installation from multiple computers.
- Install the [Transport Agent](#) to inject signatures into emails sent from mobile devices.

Upgrading Email Signature Manager

Before upgrading Email Signature Manager, it is recommended that you first read [how the product works](#) and then use the following the instructions in the appropriate topic to upgrade your installation:

- Upgrading [v7.x](#)
- Upgrading from [v5.x or v6.x](#)
- Upgrading from [v4.x or earlier](#)

Upgrading v7.x

Upgrading a current installation of v7.x is very simple:

1. Using the new installer, upgrade the computer where the **Full Installation** has been made (i.e. the machine where the Email Signature Manager Service is located).
2. Run Email Signature Manager in the upgraded full installation; this will upgrade the database if necessary.
3. Using the new installer, upgrade any other computers where there is a **Manager-Only** installation.

The **Email Signature Manager Agent** has its own version numbering system, and new versions of the Agent can be released independently of the main application; hence, there may not necessarily be a new version of the Agent to match a new version of the main application, and vice versa. How the Agent is upgraded will depend on how it has been deployed in your organization:

- If you are starting the Agent via a [logon script](#) from a shared folder, the new version simply needs to be copied to the folder.
- If you are using GPO, please follow the upgrade instructions in the [Group Policy topic](#).
- If you are using ClickOnce, then the Agent will automatically present upgrade options to the end users.

The optional **Email Signature Manager Transport Agent** is always released in step with the main application. It is not strictly necessary to upgrade the Transport Agent as all major releases are compatible with the matching major version of the main application (for example, v7.0.0 of the Transport Agent will be compatible with v7.1.0 of the main application). However, it is recommended to keep the Transport Agent up-to-date with the main application when convenient to do so. The Transport Agent is upgraded by simply running the installer for the new version.

To complete the upgrade of the **Email Signature Manager Transport Agent**, it is necessary to restart the Exchange Transport Service, which is responsible for delivering email. It is therefore recommended that you plan to upgrade at a quiet time. The installer can automatically restart the Exchange Transport Service or you can manually restart the service.

Upgrading from v5.x and v6.x

There are a number of key changes between v5.x/v6.x, and v7.x, as follows:

- The Deployment Tool (`sign.exe`) has been replaced by a new **Email Signature Manager Agent** that runs on users' computers seamlessly updating Outlook signatures at configured intervals. The new agent does not require direct access to the database, but instead reads signature settings from the user's mailbox using Exchange Web Services (EWS).
- The Access database (`settings.mdb`) has been replaced by a new **Built-in Database** that can scale to any number of users and which does not require sharing on a network share.
- The **Email Signature Manager Service** is now a core component of the product and is automatically installed/upgraded when installing Email Signature Manager. The new service always runs under the **Local System** account. The service accounts for mailbox access are configured in a new **Environment Configuration** dialog in Email Signature Manager.

You should upgrade from v5.x and v6.x using following these steps:

1. Determine the type of database you are presently using (open the **Settings Database** dialog) and complete the appropriate step:
 - If you are using an Access database (typically, `settings.mdb`), move it from its current location (i.e. the shared folder) to a secure location and take a backup copy.
 - If you are using SQL Server, take a full backup.
2. Determine how the old Deployment Tool (`sign.exe`) is currently executed by the users in your organization and complete the appropriate step:
 - If you are running it from a logon script, remove the call to it from that logon script and delete `sign.exe` from your shared folder.
 - If you are using GPO to deploy it using the MSI package, delete the GPO that installs it (this will ensure that it is uninstalled when your users logon to their machines).
3. If you are currently running the service in conjunction with On-Premises Exchange Server, review the permissions required by the [service account](#) according to your version of Exchange Server.
4. One server (and one server only) in your organization will need to have a **Full Installation** of the product. It is therefore recommended that you determine if the **Email Signature Manager Service** is already installed within organization and then **either**:
 - Perform a **Full Installation** on the server where the service is already installed; the installer will automatically upgrade both the main application and the service (i.e. there is no need to uninstall anything first), **or**
 - Uninstall the previous version of the main application and service from the current server, and then install perform a **Full Installation** on a new server.
5. [Complete the upgrade](#) process.

Upgrading from v4.x and Earlier

There are a number of key changes between v4.x and earlier, and v7.x, as follows:

- The Deployment Tool (`sign.exe`) has been replaced by a new **Email Signature Manager Agent** that runs on users' computers seamlessly updating Outlook signatures at configured intervals. The new agent does not require direct access to the database, but instead reads signature settings from the user's mailbox using Exchange Web Services (EWS).
- The Access database (`settings.mdb`) has been replaced by a new **Built-in Database** that can scale to any number of users and which does not require sharing on a network share.
- A new **Email Signature Manager Service** is now responsible for generating Outlook signatures and deploying OWA signatures to users' mailboxes using EWS. In addition it also generates signatures for use by the new **Email Signature Manager Transport Agent** to inject into emails sent from mobile devices when using On-Premises Exchange Server.

You should upgrade from v4.x and earlier using following these steps:

1. Determine the type of database you are presently using (open the **Settings Database** dialog) and complete the appropriate step:
 - ➔ If you are using an Access database (typically, `settings.mdb`), move it from its current location (i.e. the shared folder) to a secure location and take a backup copy.
 - ➔ If you are using SQL Server, take a full backup.
2. Determine how the old Deployment Tool (`sign.exe`) is currently executed by the users in your organization and complete the appropriate step:
 - ➔ If you are running it from a logon script, remove the call to it from that logon script and delete `sign.exe` from your shared folder.
 - ➔ If you are using GPO to deploy it using the MSI package, delete the GPO that installs it (this will ensure that it is uninstalled when your users logon to their machines).
3. Uninstall the current version using Windows Control Panel. When prompted, you should remove the current database (make sure to backup the database first) and settings.
4. Create a [service account](#) for use with the new **Email Signature Manager Service**.
5. One server (and one server only) in your organization will need to have a **Full Installation** of the product.
6. [Complete the upgrade](#) process.

Completing the Upgrade

Having performed a Full Installation of Email Signature Manager, start the main application and complete [Product Configuration Wizard](#) as follows:

1. On the **Introduction** page, click the **Next** button.
2. On the **Installation Type** page, select **Existing Installation** and click the **Next** button.
3. On the **Existing Installation** page, choose either to import your old settings database or upgrade your existing SQL Server database as appropriate, and click the **Next** button.
 - ➔ If you are importing an Access database, then select it on the **Import Access Database** page and click the **Next** button.
 - ➔ If you are upgrading an SQL Server database, enter the details on the **Upgrade SQL Server Database** page and click the **Next** button.

Important Email Signature Manager v7.0 and higher requires a dedicated SQL login for use by the main application and the service (Windows Authentication is not supported). If a dedicated login is not currently being used, please read the **Dedicated Login** section in [this topic](#) for more information.

4. On the **Database Connection Established** page, click the **Next** button.
5. On the **Environment Configuration** page, it is recommended that you select **Configure Environment Now** to complete the configuration of Email Signature Manager for your type of Exchange

environment; however, this step can be skipped and completed at a later stage. When you have selected the appropriate option, click the **Next** button.

6. If you selected the **Configure Environment Now** option, the [Environment Configuration dialog](#) will be opened and where possible, the wizard will have migrated any previous configuration. If necessary, select the appropriate option that describes your Exchange environment and enter the details of the service accounts; it is recommended to use the **Test** button to ensure that each account has been properly configured. Click the **OK** button to proceed to the final step of the wizard or the **Cancel** button to return to the **Environment Configuration** page of the wizard.
7. The **Finished** page of the wizard will report on the current configuration of the product. Click the **Finish** button to close the wizard.
8. If you are using **Email Signature Manager Transport Agent**, upgrade each server where it is installed.

Note If you are using v5.x of the Transport Agent, the installers for 2007/10 and 2013 have been unified into a single installer that supports all Exchange Server versions. In addition, the Exchange Transport Service must be restarted to complete the upgrade; the installer can do this automatically or you can manually restart the service.

After the wizard has been completed, your existing signatures and deployment configuration should now be available and if the Exchange environment has been configured, the **Email Signature Manager Service** will start to deploy and generate signatures. You can now complete the upgrade using the following steps:

1. Use the [Status Monitor dialog](#) to verify that the service is working.
2. Arrange for the new **Email Signature Manager Agent** to be executed on your end users' computers. There are a number of ways of achieving this; please refer to [this topic](#).

Congratulations! You have now completed the upgrade of the product and the users in your organization should have signatures deployed just as they did with your previous version.

Other post-installation tasks that you may wish to complete are:

- The **Email Signature Manager Transport Agent** can be used to inject signatures into email sent from mobile devices when using On-Premises Exchange Server; please refer to [this topic](#).
- From v7.0 upwards, it is not possible to share the Built-in Database. Therefore, if you wish to manage the database from multiple computers, you need to [migrate to SQL Server](#) if not already on SQL Server, and then you can perform a **Manager Only** installation of the product on the appropriate computers; please refer to [this topic](#) for more information.

Service Accounts

In order for the Email Signature Manager Service to use Exchange Web Services (EWS) to write signature settings and deploy OWA signatures to the users in your organization, it is necessary to create an appropriate service account on Exchange Server. The details of this account (or accounts if you have a hybrid environment) are then entered in the [Environment Configuration dialog](#).

- If you are using On-Premises Exchange Server, create an account using Active Directory User and Computers on a domain controller and then assign it the appropriate rights depending on the version of Exchange Server you are using:

→ On [Exchange Server 2016](#).

→ On [Exchange Server 2013](#).

→ On [Exchange Server 2010](#).

→ On [Exchange Server 2007](#).

In addition, if you are using Exchange Server 2010 or higher, please read [this topic](#) on Exchange Server Throttling Policies.

- If you are using Hosted Exchange, you will need to contact your hosting provider and ask them to create an account with the appropriate permissions.
- If you are using Office 365, please read [this topic](#) to create the account through the administration portal.

Permissions for the Service Account on Exchange Server 2016

Permissions requirements for the service account on Exchange Server 2016 are:

- **Application Impersonation**

To assign the service account the required Exchange Server permissions, follow these steps:

1. Open the **Exchange Management Shell** and connect to Exchange Server.
2. Type the following line, and then press **ENTER**:

```
New-ManagementRoleAssignment -Role ApplicationImpersonation -User <Account>
```

where *<Account>* is the name of the service account to which the required role will be assigned.

Permissions for the Service Account on Exchange Server 2013

Permissions requirements for the service account on Exchange Server 2013 are:

- **Application Impersonation**

To assign the service account the required Exchange Server permissions, follow these steps:

1. Open the **Exchange Management Shell** and connect to Exchange Server.
2. Type the following line, and then press **ENTER**:

```
New-ManagementRoleAssignment -Role ApplicationImpersonation -User <Account>
```

where *<Account>* is the name of the service account to which the required role will be assigned.

Note In v5.x of Email Signature Manager the required permissions were:

- **Receive-As**

These permissions can be removed from the service account in v7.x.

Permissions for the Service Account on Exchange Server 2010

Permissions requirements for the service account on Exchange Server 2010 are:

- **Application Impersonation**

To assign the service account the required Exchange Server permissions, follow these steps:

1. Open the **Exchange Management Shell** and connect to Exchange Server.
2. Type the following line, and then press **ENTER**:

```
New-ManagementRoleAssignment -Role ApplicationImpersonation -User <Account>
```

where <Account> is the name of the service account to which the required role will be assigned.

Note In v5.x of Email Signature Manager the required permissions were:

- **Receive-As**

These permissions can be removed from the service account in v7.x.

Permissions for the Service Account on Exchange Server 2007

Permissions requirements for the service account on Exchange Server 2007 are:

- **Receive-As** (mailbox server and mailbox database)
- **Impersonation** (client access server)
- **May Impersonate** (mailbox database)

To assign the service account the required permissions at the Exchange Server level, follow these steps:

1. Open the **Exchange Management Shell** and connect to Exchange Server.
2. Type the following line, and then press **ENTER**:

```
Get-MailboxServer <Server> | Add-ADPermission -User <Account> -AccessRights  
GenericRead, GenericWrite -ExtendedRights Receive-As
```

where <Server> is the name of the Exchange Server with the Mailbox role installed and <Account> is the name of the service account to which the permissions will be assigned. If <Server> is omitted, the rights will be assigned to *all* servers in your organization.

3. Type the following line, and then press **ENTER**:

```
Get-ClientAccessServer <Server> | Add-ADPermission -User <Account> -  
AccessRights GenericRead, GenericWrite -ExtendedRights ms-Exch-EPI-  
Impersonation
```

where *<Server>* is the name of the Exchange Server with the Client Access role installed and *<Account>* is the name of the service account to which the permissions will be assigned. If *<Server>* is omitted, the rights will be assigned to *all* servers in your organization.

4. Type the following line, and then press **ENTER**:

```
Get-MailboxDatabase <MailboxDatabase> | Add-ADPermission -User <Account> -  
AccessRights GenericRead, GenericWrite -ExtendedRights Receive-As, ms-Exch-  
EPI-May-Impersonate
```

where *<MailboxDatabase>* is the name of the mailbox database and *<Account>* is the name of the service account to which the permissions will be assigned. If *<MailboxDatabase>* is omitted, the rights will be assigned to *all* databases in your organization.

Note The service account must be a member of the **Domain Users** group only. Membership of the **Domain Admins** group or any of the built-in Exchange security groups will deny required permissions.

In addition, the service account must be granted the **Logon As A Service** right on the computer where the Email Signature Manager Service is installed, which can be accomplished using the following steps:

1. Open **Control Panel > Administrative Tools > Local Security Policy**.
2. Open **Security Settings > Local Policies > User Rights Assignment**.
3. In the list of policies, open the **Logon as a Service** right.
4. Add the service account to the policy and the **OK** button to save the changes.

Exchange Server 2010 and Higher Client Throttling Policies

In order for the Email Signature Manager Service to function correctly on Exchange Server 2010 and higher, it is necessary to disable client throttling for the service account. This can be accomplished as follows:

1. Open the **Exchange Management Shell** and connect to Exchange Server.
2. Type the following command:

```
New-ThrottlingPolicy <Policy>
```

where *<Policy>* is a suitable, unique name for the policy (for example, *ESMSERVICEACCOUNTPOLICY*)

3. On **Exchange Server 2010 (SP1 and higher)**, type the following command:

```
Set-ThrottlingPolicy <Policy> -EWSFastSearchTimeoutInSeconds $null -EWSFindCountLimit  
$null -EWSMaxConcurrency $null -EWSMaxSubscriptions $null -EWSPercentTimeInAD $null -  
EWSPercentTimeInCAS $null -EWSPercentTimeInMailboxRPC $null
```

4. On **Exchange Server 2013** and **Exchange Server 2016**, type the following command:

```
Set-ThrottlingPolicy <Policy> -EwsCutoffBalance Unlimited -EwsMaxBurst Unlimited -  
EwsMaxConcurrency Unlimited -EwsMaxSubscriptions Unlimited -EwsRechargeRate Unlimited  
-IsServiceAccount:$true
```

5. Type the following command:

```
Set-ThrottlingPolicyAssociation -ThrottlingPolicy <Policy> -Identity <Account>
```

where `<Policy>` is the name of the policy and `<Account>` is the name of the service account to which the policy will be assigned.

Note Changes to client throttling policies will not be applied immediately on your Exchange Server; please allow some time for the changes to become effective.

Creating the Service Account on Office 365

When deploying signatures to Office 365, Email Signature Manager requires a service account assigned to the *Application Impersonation* role. This account can be created using the Office 365 administration portal as follows:

1. Log on to Office 365 as an administrative account.
2. Select **Active Users** in the **USERS** node of the tree on the left side of the page, and then click the add symbol (**+**) on the **Active Users** list page to add a new user.
3. In the **Create new user account** popup, enter a suitable **Display Name** and **User Name**, configure the password according to your password policy, and ensure that the **Make this person change their password the next time they sign in option** is not checked. Here is an example:

Create new user account

First name Last name

* Display name

* User name @

Auto-generated password | [Type password](#)

Make this person change their password the next time they sign in.

* Email password to the following recipients

Select licenses for this user:
Office 365 Enterprise E3 license will be assigned to this user.

Click the **Create** button to create the account. If you have auto-generated the password, make a note of it.

4. Click **Exchange** in the **ADMIN** node of the tree on the left side of the page; this will open the **Exchange admin center** in a new window.
5. In the **Exchange admin center**, click **permissions** on the left side of the window.
6. Select the **Application Impersonation** role and click the edit symbol ().
7. In the **Members** list, click the add symbol () and from the **Select Members** windows, add the

account created in step 3 and click the **OK** button. The Members list should now contain the service account; for example:

Role Group - Internet Explorer

https://outlook.office365.com/ecp/UsersGroups/EditAdminRoleGroup.aspx?reqId=14474243405:

Application Impersonation

*Name:
Application Impersonation

Description:

Write scope:
Default

Roles:
+ -

NAME
ApplicationImpersonation

Members:
+ -

NAME	DISPLAY NAME
symprex.service	Symprex Service Account

Save Cancel

100%

8. Click the **Save** button; the service account has now been assigned to the *Application Impersonation* role.

Direct Database Mode

This topic only applies if you want to use Email Signature Manager in direct database mode.

Email Signature Manager can work in an alternative mode, direct database mode, in which the **Email Signature Manager Agent** connects directly to the Email Signature Manager database. In this mode the service will not write Outlook settings and signatures to each mailbox, and the Agent will fetch the same information directly from the database.

Examples of when direct database mode may be useful are:

- You want the Agent to work directly with the database in the same way as in Email Signature Manager version 4.x, 5.x and 6.x.
- Due to specific environment restrictions the Agent is unable to connect to mailboxes.

There are certain limitations to using direct database mode:

- The Email Signature Manager database must be hosted on SQL Server.
- Off-premises users may not be able to make direct connections to the database or VPN may be required.

These are the steps to take if you want to use direct database mode:

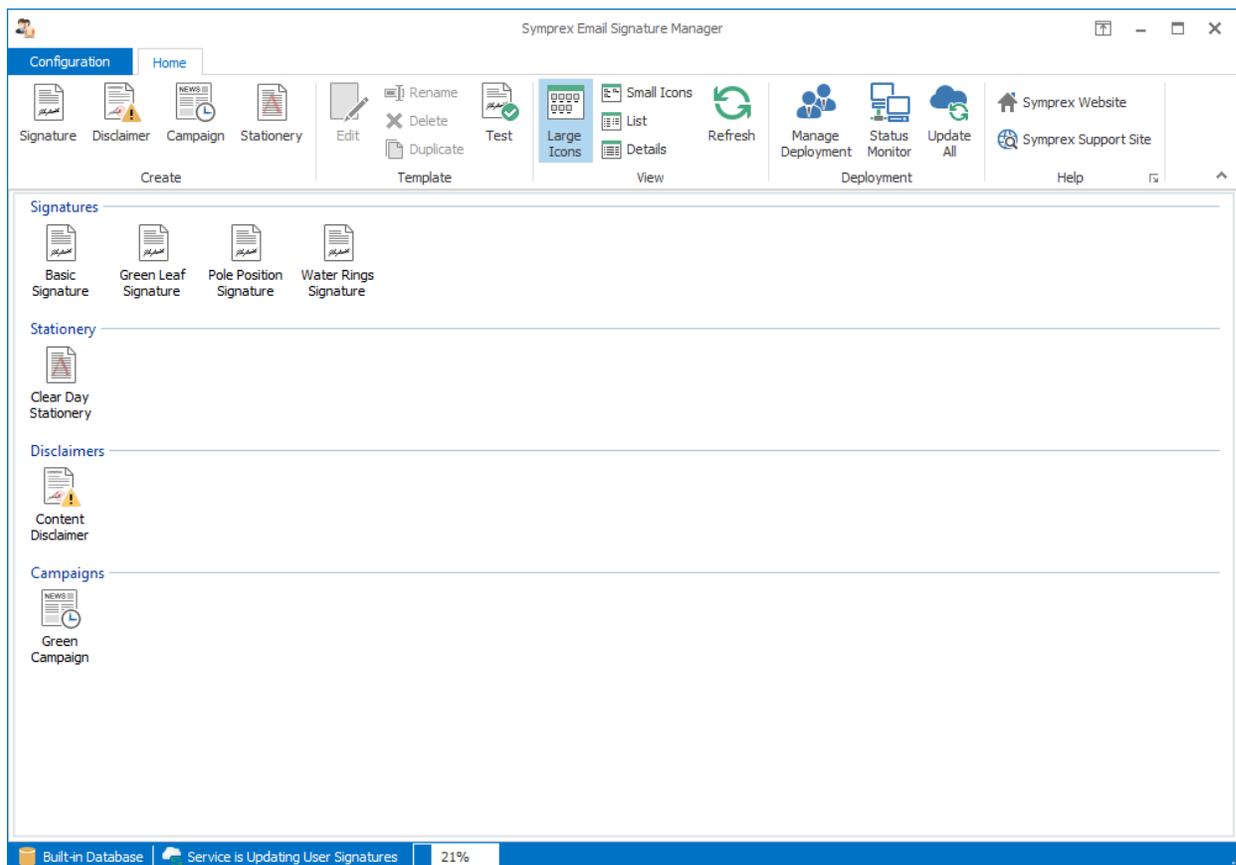
1. If you are currently using the built-in database, migrate it to [SQL Server](#).
2. Within the main application, open the **Deployment Options** dialog and on the [Advanced page](#), select the **Direct Database Mode** option.
3. Click the **Save Configuration File** button to [save a configuration file](#) that configures the Agent to connect to the SQL Server database.

Note When using Group Policy, the configuration file is copied by the MSI package at installation time. Hence, any existing installations will not have the configuration file copied. It is therefore recommended to create a new GPO to install the latest version of the Agent, which will upgrade any existing installations and install the file.

Email Signature Manager is started by clicking its icon in the program group. When first started, an evaluation license will be automatically granted that will allow you to evaluate the software for a limited number of users for a limited amount of time. Once you have purchased an appropriate license, you will need to apply it to fully enable the application and remove the evaluation restrictions; please refer to the chapter on [licensing](#) for further information.

Main Application Window

The main application window has several areas, as shown below:

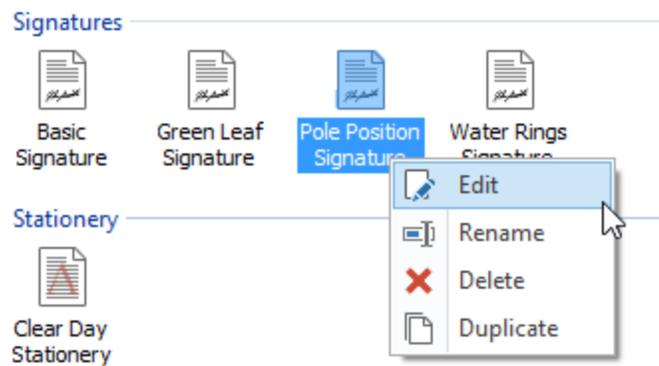


The ribbon at the top of the window provides access to all of the functions in the application. The ribbon can be collapsed by clicking the arrow in the top right-corner to provide more space for the main content of the window. The buttons in the ribbon will be available according to the current selection in the main window. The settings database to which the application is connected is displayed in the status bar at the bottom of the window, together with the current status of the service (only displayed on the machine where the full installation has been performed). Further details and options for the application can be found by clicking the **Configuration** ribbon tab, which opens the [Configuration page](#) by default.

The main area of the window displays the template browser, which displays the templates defined in the database. The list can be viewed in one of four modes; click the appropriate button in the **View** group in the **Home** ribbon to change the view. To create a new template, click the appropriate button in the **Create** group in the **Home** ribbon. With an existing template selected, you can:

- Click the **Edit** button in the **Template** group in the ribbon to edit the selected template (this can also be accomplished by double-clicking the template), or
- Click the **Rename** button in the **Template** group in the ribbon to rename the selected template, or
- Click the **Delete** button in the **Template** group in the ribbon to *permanently* delete the selected template, or
- Click the **Duplicate** button in the **Template** group in the ribbon to create an identical duplicate the selected template.

Note The commands are also available in the context menu, which is opened by right-clicking on the appropriate template as illustrated below:



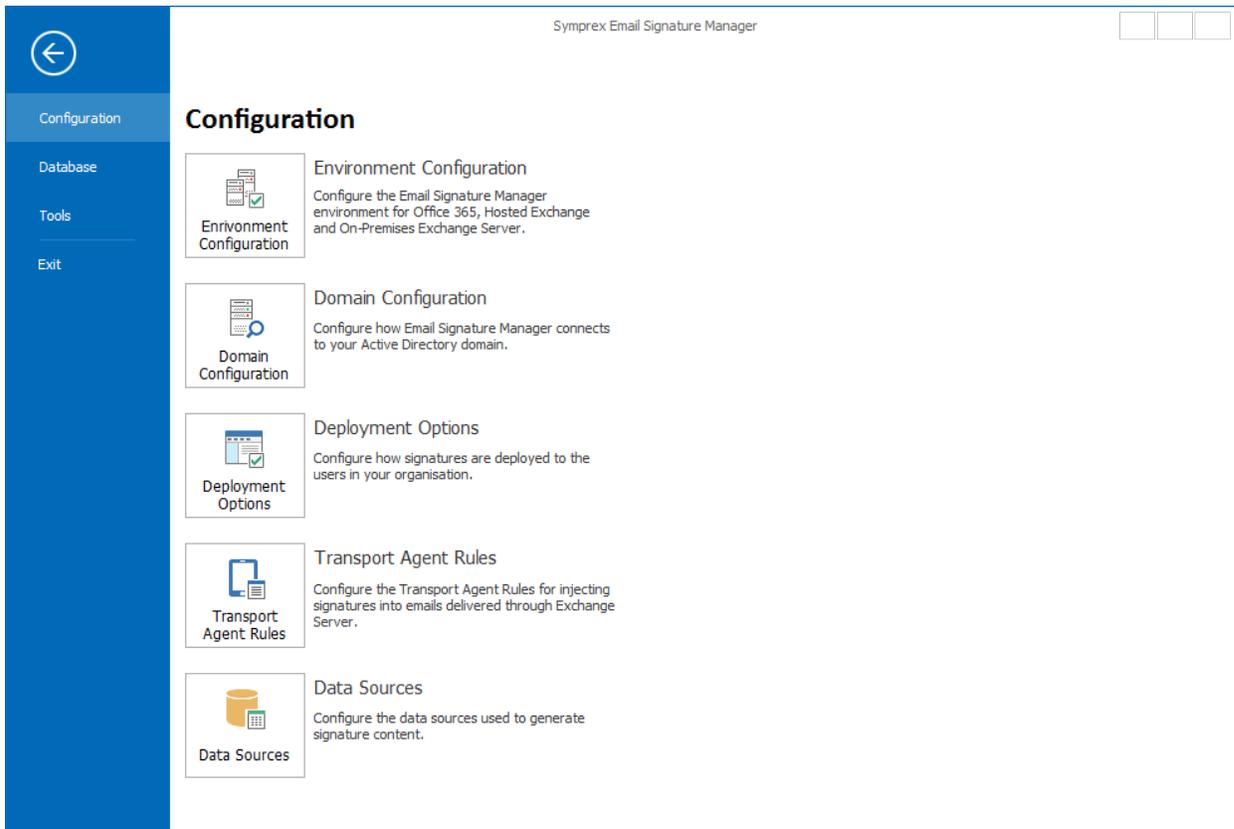
Please see [this topic](#) for further information about creating and editing templates. Once you have created your templates, they can be tested by clicking the **Test** button in the **Template** group in the **Home** ribbon to open the [Test Signatures dialog](#).

The deployment of your templates is managed using the tools in the **Deployment** group in the ribbon:

- The **Manage Deployment** button will open the [Manage Deployment dialog](#), which is used to configure which users in your organization receive which signatures.
- The **Status Monitor** button will open the [Status Monitor dialog](#), which is used to monitor the deployment of signatures to the users in your organization.
- The **Update All** button (only available in the Full Installation of the product) will send a command to the Email Signature Manager Service to update the signatures for all users; more information about what the service does can be found in [this topic](#).

Configuration Page

The Configuration page is displayed by clicking the **Configuration** ribbon in the [main application window](#) and selecting the **Configuration** page:

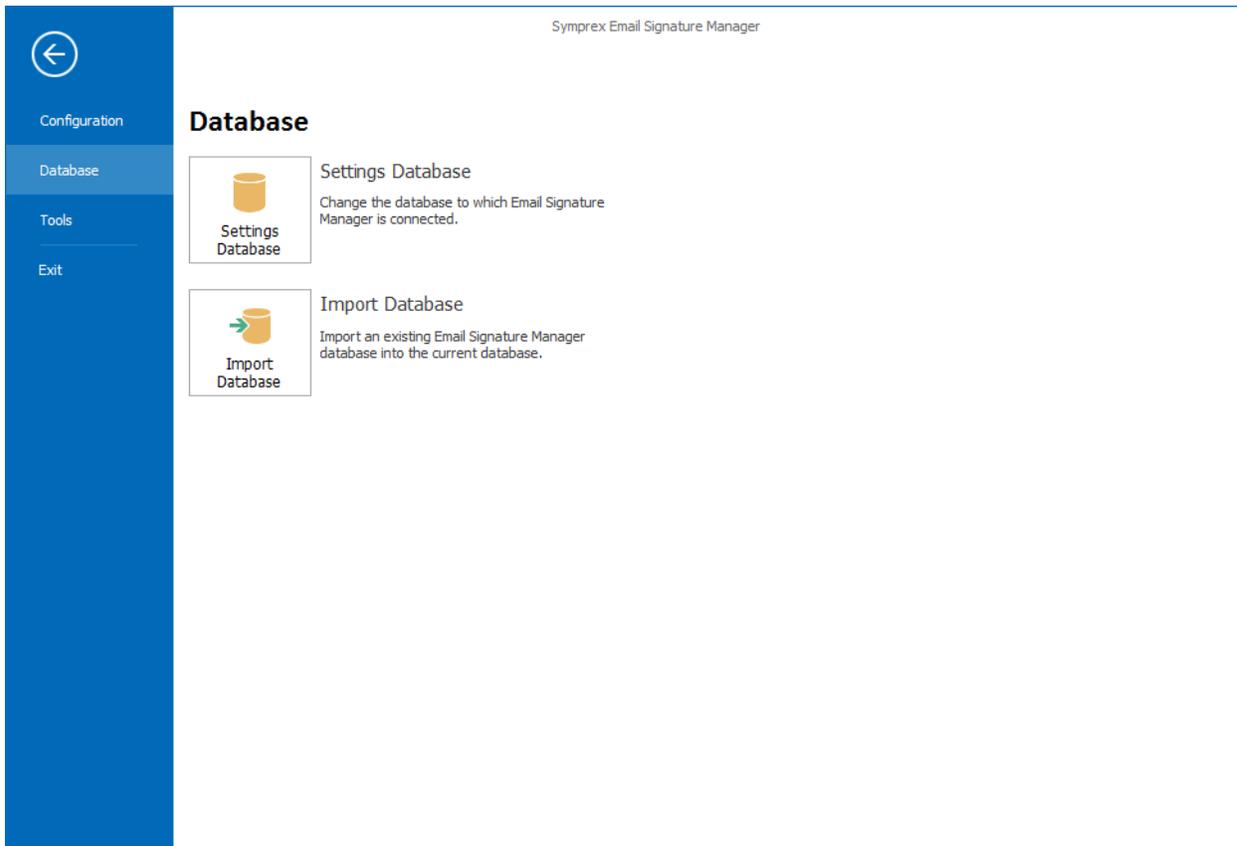


The buttons on this page perform the following actions:

- **Environment Configuration:** Opens the [Environment Configuration dialog](#), which is used to configure the Email Signature Manager environment.
- **Domain Configuration:** Opens the [Domain Configuration dialog](#), which configures how Email Signature Manager connects to Active Directory.
- **Deployment Options:** Opens the [Deployment Options dialog](#), which configures the top-level settings that determine how signatures are deployed to users in your organization.
- **Transport Agent Rules:** Opens the [Transport Agent Rules dialog](#), which configures the rules used by the Email Signature Manager Transport Agent when injecting signatures into emails sent from mobile devices.
- **Data Sources:** Opens the [Data Sources dialog](#), which configures the custom data sources used to generate signature content.

Database Page

The Database page is displayed by clicking the **Configuration** the ribbon in the [main application window](#) and selecting the **Database** page:

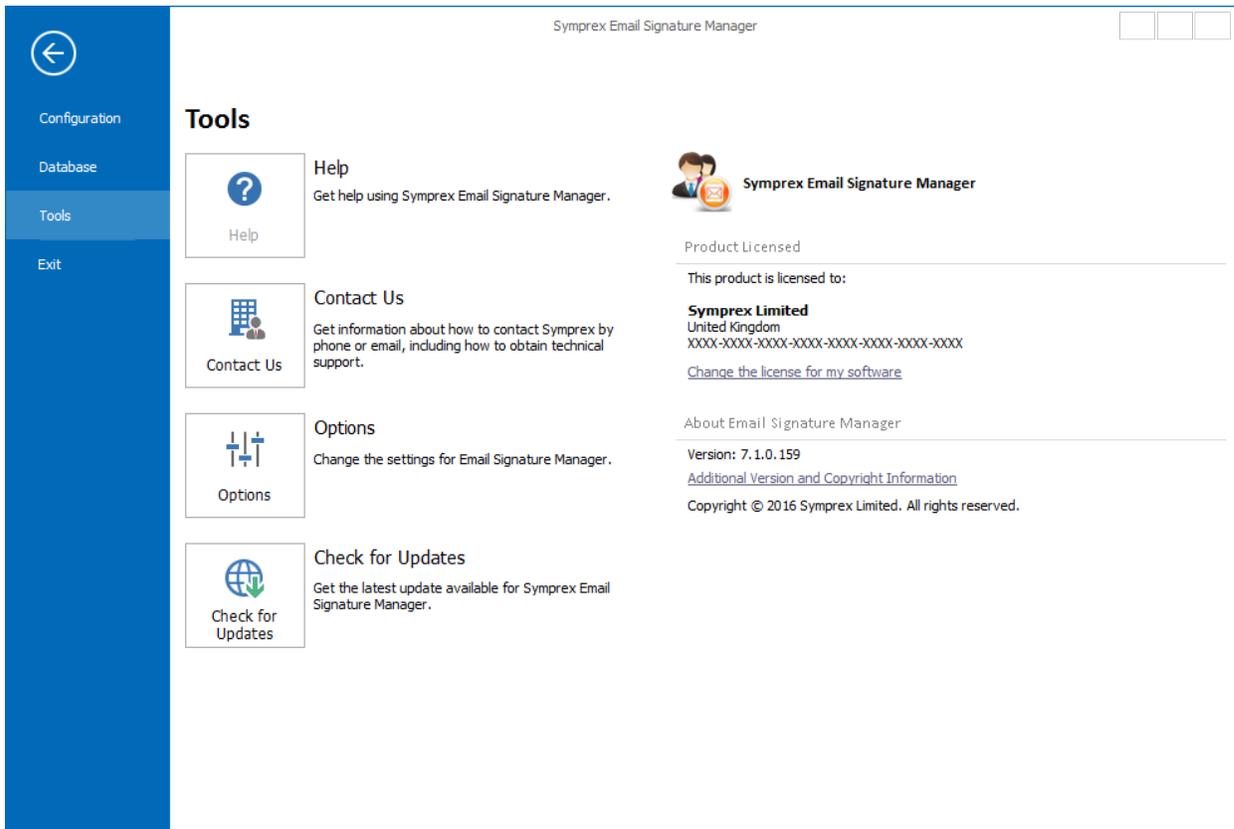


The buttons on this page perform the following actions:

- **Settings Database**: Opens the [Settings Database dialog](#), which determines the database to which Email Signature Manager is connected.
- **Import Database**: Opens the [Import Database dialog](#), which imports data from an existing database to the current database.

Tools Page

The Tools page is displayed by clicking the **Configuration** ribbon in the [main application window](#) and selecting the **Tools** page:



The buttons on this page perform the following actions to assist you with using Email Signature Manager:

Help: Opens the Email Signature Manager User's Guide.

Contact Us: Opens the Support Centre on the Symprex website.

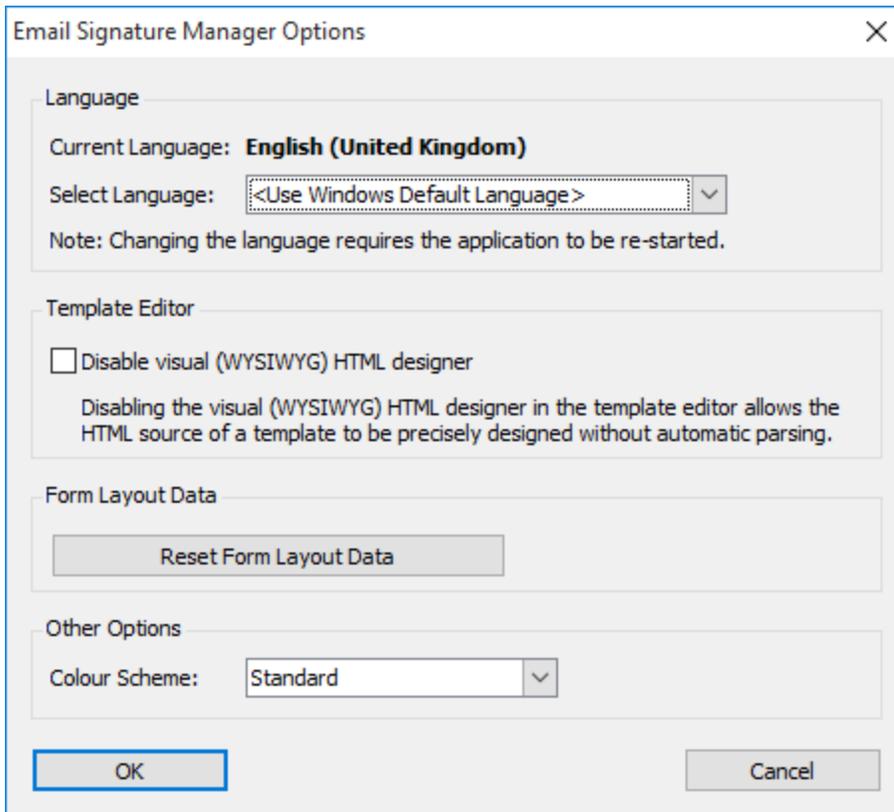
Options: Opens the [Options dialog](#) to configure application settings.

Check for Updates: Checks for updates to Email Signature Manager.

The right side of the page displays information about your license and product specific details for Email Signature Manager such as the version number. This information can be useful if you need to contact Symprex for technical assistance.

Options Dialog

The Email Signature Manager Options dialog is opened by clicking the **Options** button on the [Tools page](#) in the Configuration backstage of the [main application window](#):



The following settings can be modified:

Language: Allows you to specify the language used by the application. This will default to your current Windows language (if available) or you can choose a specific language from the drop-down list.

Disable visual (WYSIWYG) HTML designer: Disables the visual HTML designer when editing templates and forces the use of the Source view in the template editor. This option is useful if full control over the HTML of your templates is required, as it prevents the visual editor from parsing and modifying the HTML automatically.

Form Layout Data: Clicking the **Reset Form Layout Data** button will reset the size and position of all windows within the application to their defaults.

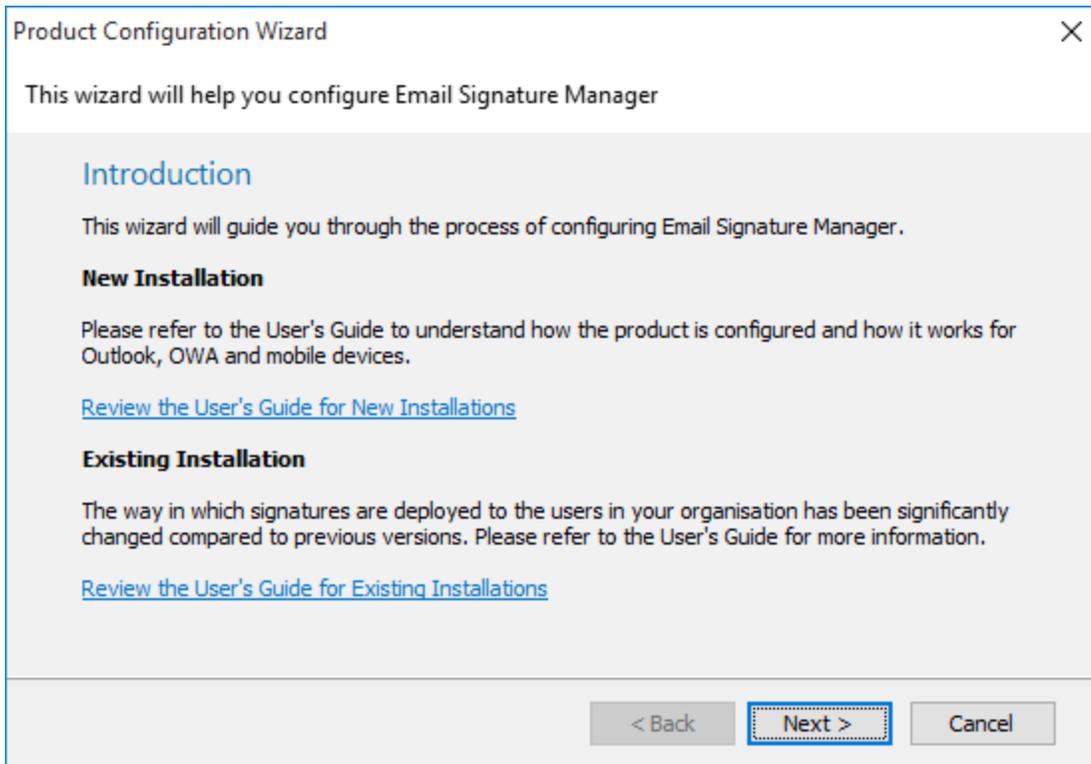
Color Scheme: Allows you to choose the color scheme for the main application window.

To accept the changes you have made, click the **OK** button. Otherwise, click the **Cancel** button to close the dialog.

Production Configuration Wizard

The Product Configuration Wizard appears automatically when the application is started but has not previously been configured.

The first page displayed is the Introduction page:

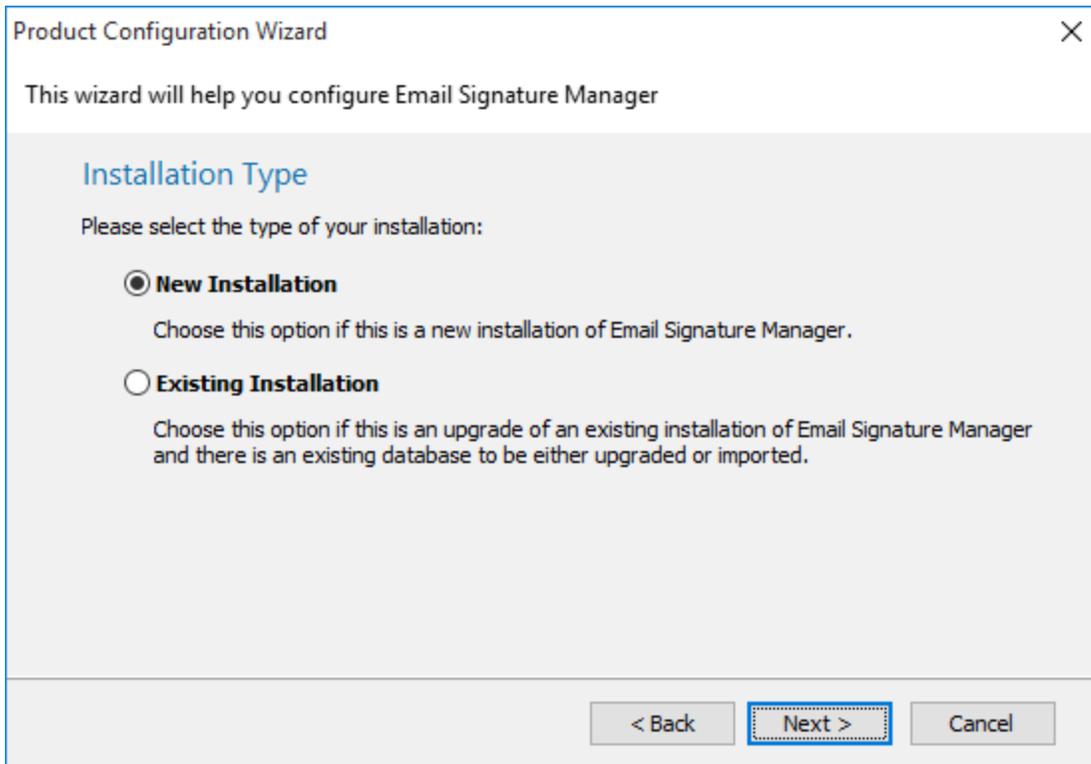


Please ensure that you have read the relevant topic in this User's Guide depending on whether this is a [new installation](#) or an [existing installation](#) of Email Signature Manager, and then click the **Next** button to proceed to the [Installation Type page](#).

Note If you cancel the wizard at this stage, the application will not be usable and the main application window will be mainly disabled. If you close and later restart the application, you will be presented with the wizard again.

Installation Type

The Installation Type page in the Product Configuration Wizard is the next page after the [Introduction page](#):



Select the appropriate option depending on whether this is a new installation or an existing installation, and click the **Next** button to proceed to either the [New Installation page](#) or [Existing Installation page](#).

Note If you cancel the wizard at this stage, the application will not be usable and the main application window will be mainly disabled. If you close and later restart the application, you will be presented with the wizard again.

New Installation

The New Installation page in the Product Configuration Wizard is the next page after the [Installation Type page](#) when the **New Installation** option has been selected:

Product Configuration Wizard

This wizard will help you configure Email Signature Manager

New Installation

Please select the database to be used by this installation:

Type: Built-in Database

Server:

Database: C:\ProgramData\Symprex\Symprex.EmailSignatureManager.Database.mdb

User:

Password:

Test Connection

< Back Next > Cancel

You can select whether to connect to the Built-in Database (recommended for new users of the product) or a SQL Server database (if one has been created following the guide for [using SQL Server](#)):

- When connecting to the Built-in Database, there are no other settings that need to be entered.
- When connecting to SQL Server, you must enter the credentials (user name and password) for the dedicated SQL login to be used by the application.

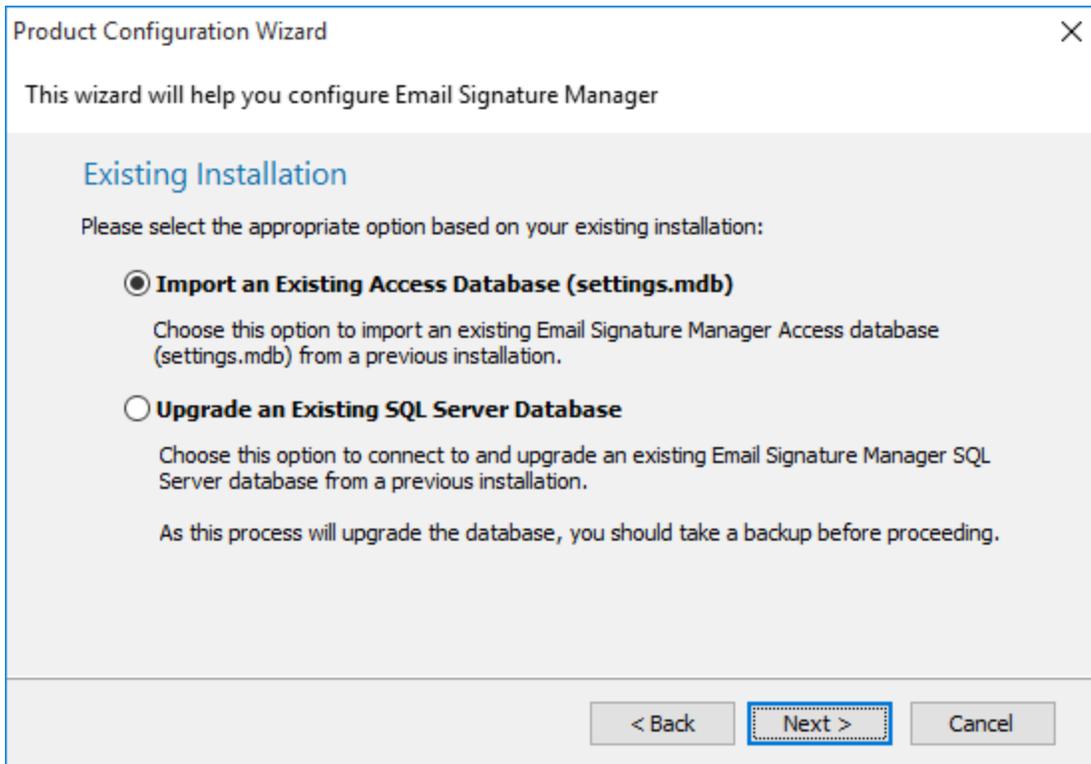
To verify you have entered the details of the database correctly, click the **Test Connection** button. This will open a connection to the database using the specified settings, read the current version, and show the result in a message box.

To connect to the database, click the **Next** button and, if the connection is successfully established, the wizard will proceed to the [Database Connection Established page](#).

Note If you cancel the wizard at this stage, the application will not be usable and the main application window will be mainly disabled. If you close and later restart the application, you will be presented with the wizard again.

Existing Installation

The Existing Installation page in the Product Configuration Wizard is the next page after the [Installation Type page](#) when the **Existing Installation** option has been selected:



You should select the appropriate option depending on your current installation:

- If you have been using an Access database (`settings.mdb`) in a shared folder, select the **Import an Existing Access Database** option, and click the **Next** button to proceed to the [Import Existing Database page](#).
- If you have been using SQL Server, select the **Upgrade an Existing SQL Server Database** option, and click the **Next** button to proceed to the [Upgrade Existing Database page](#).

Note If you cancel the wizard at this stage, the application will not be usable and the main application window will be mainly disabled. If you close and later restart the application, you will be presented with the wizard again.

Import Database

The Import Database page in the Product Configuration Wizard is the next page after the [Existing Installation page](#) when the **Import an Existing Access Database** option has been selected:

The screenshot shows a window titled "Product Configuration Wizard" with a close button (X) in the top right corner. Below the title bar, it says "This wizard will help you configure Email Signature Manager". The main heading is "Import Access Database". Below this, it says "Please select the existing Access database (settings.mdb) to be imported:". There are five input fields: "Type:" with a dropdown menu showing "Access"; "Server:" with a dropdown menu; "Database:" with a text box containing "C:\Temp\Backup\settings.mdb" and an ellipsis button; "User:" with an empty text box; and "Password:" with an empty text box. Below the "Password:" field is a "Test Connection" button. At the bottom of the window are three buttons: "< Back", "Next >" (which is highlighted with a dashed border), and "Cancel".

This page of the wizard will import an Access database (`settings.mdb`) that was previously located in a shared folder.

Important The selected database will be imported to the Built-in Database. This will overwrite any current data in the Built-in Database.

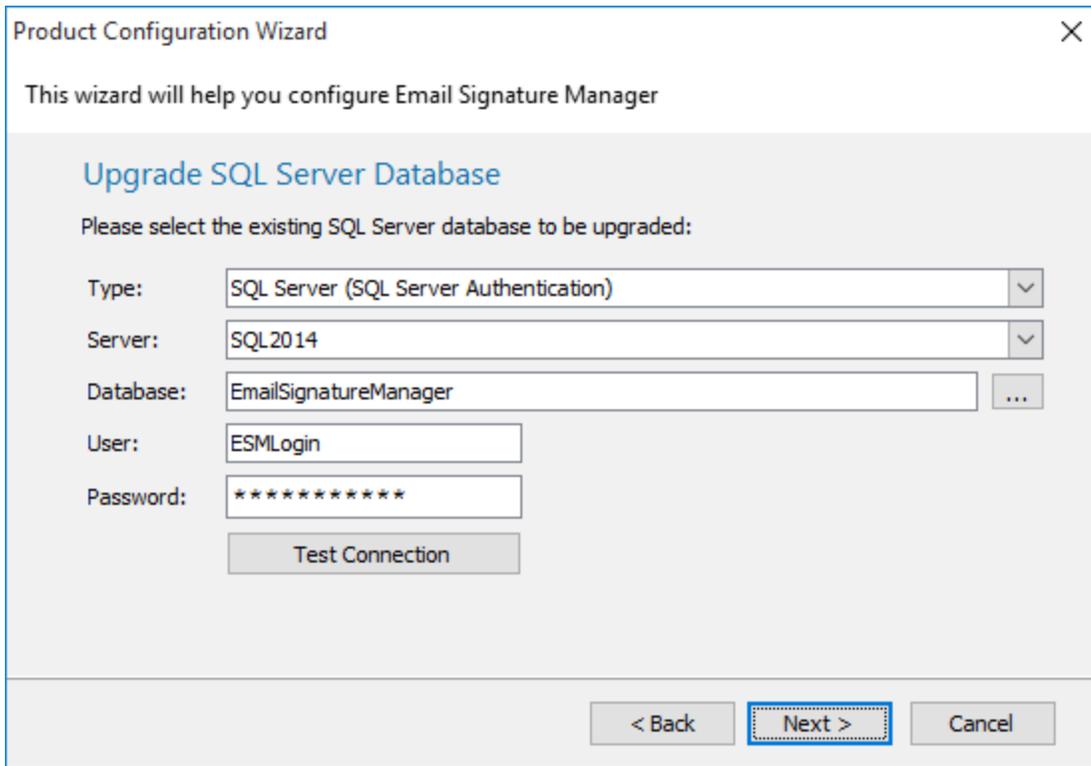
In the Database field, enter the full path to the database or click the ellipses ("...") button to locate the database. If necessary, enter the password for the database.

To proceed with the import, click the **Next** button. If the import completes successfully, the wizard will progress to the [Database Connection Established page](#).

Note If you cancel the wizard at this stage, the application will not be usable and the main application window will be mainly disabled. If you close and later restart the application, you will be presented with the wizard again.

Upgrade Database

The Upgrade Database page in the Product Configuration Wizard is the next page after the [Existing Installation page](#) when the **Upgrade an Existing SQL Server Database** option has been selected:



The screenshot shows a window titled "Product Configuration Wizard" with a close button (X) in the top right corner. Below the title bar, it says "This wizard will help you configure Email Signature Manager". The main heading is "Upgrade SQL Server Database". Below this, it says "Please select the existing SQL Server database to be upgraded:". There are five input fields: "Type:" with a dropdown menu showing "SQL Server (SQL Server Authentication)"; "Server:" with a dropdown menu showing "SQL2014"; "Database:" with a text box containing "EmailSignatureManager" and an ellipsis button "..."; "User:" with a text box containing "ESMLogin"; and "Password:" with a text box containing "*****". Below the password field is a "Test Connection" button. At the bottom of the window, there are three buttons: "< Back", "Next >" (which is highlighted with a dashed border), and "Cancel".

This page of the wizard will upgrade an existing SQL Server database.

Important The specified account must have `db_owner` rights in order to update the database schema. Please refer to [this topic](#) for more information.

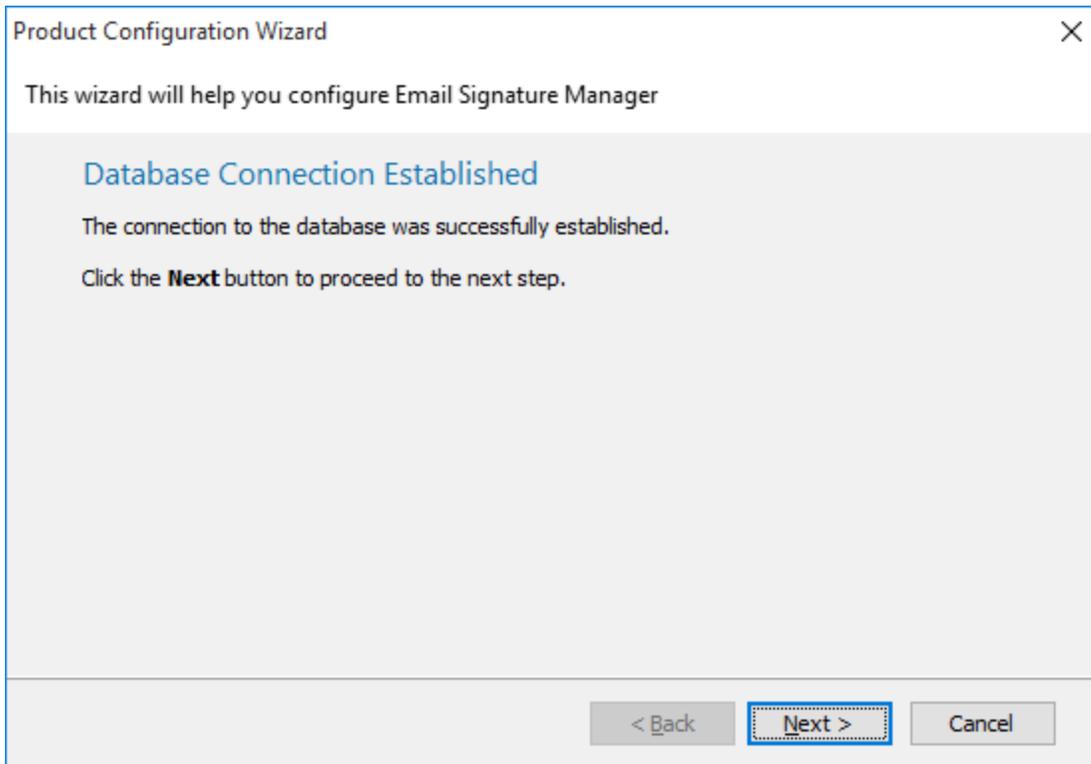
In the Server field, enter the name of the server where the database is located or drop down the list and select the appropriate server. In the Database field, enter the name of the database or click the ellipses ("...") button to select a database from the specified server. Finally, enter the credentials of the dedicated SQL login for the application.

To proceed with the upgrade, Click the **Next** button. If the upgrade completes successfully, the wizard will progress to the [Database Connection Established page](#).

Note If you cancel the wizard at this stage, the application will not be usable and the main application window will be mainly disabled. If you close and later restart the application, you will be presented with the wizard again.

Database Connection Established

The Database Connection Established page in the Product Configuration Wizard is the next page after the connection to the Email Signature Manager database has been successfully established:



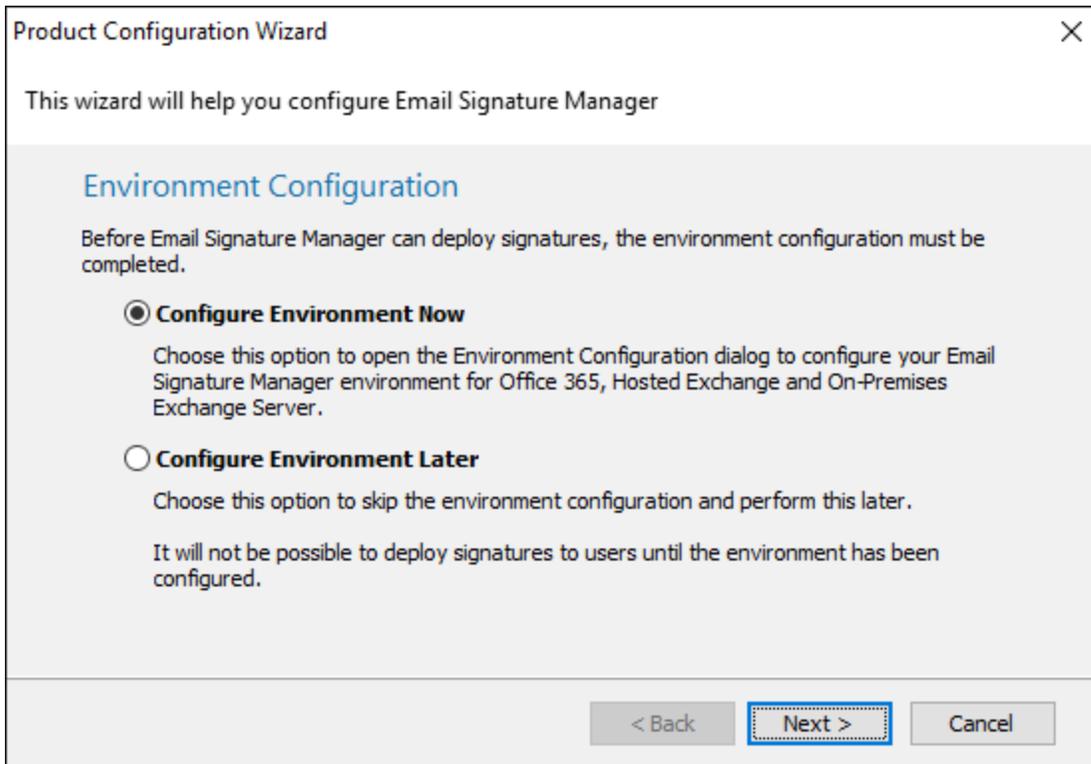
The exact content of this page will depend on whether this is a new installation of Email Signature Manager or if an existing installation has been upgraded.

Click the **Next** button to proceed to the [Environment Configuration page](#).

Note If you cancel the wizard at this stage, the database will remain connected and the application will be usable. However, the Email Signature Manager Service will not be able to update user signatures until the environment configuration has been completed.

Environment Configuration

The Environment Configuration page in the Product Configuration Wizard is the next page after the [Database Connection Established page](#):



In order for the Email Signature Manager Service to update user signatures, it is necessary to complete the environment configuration.

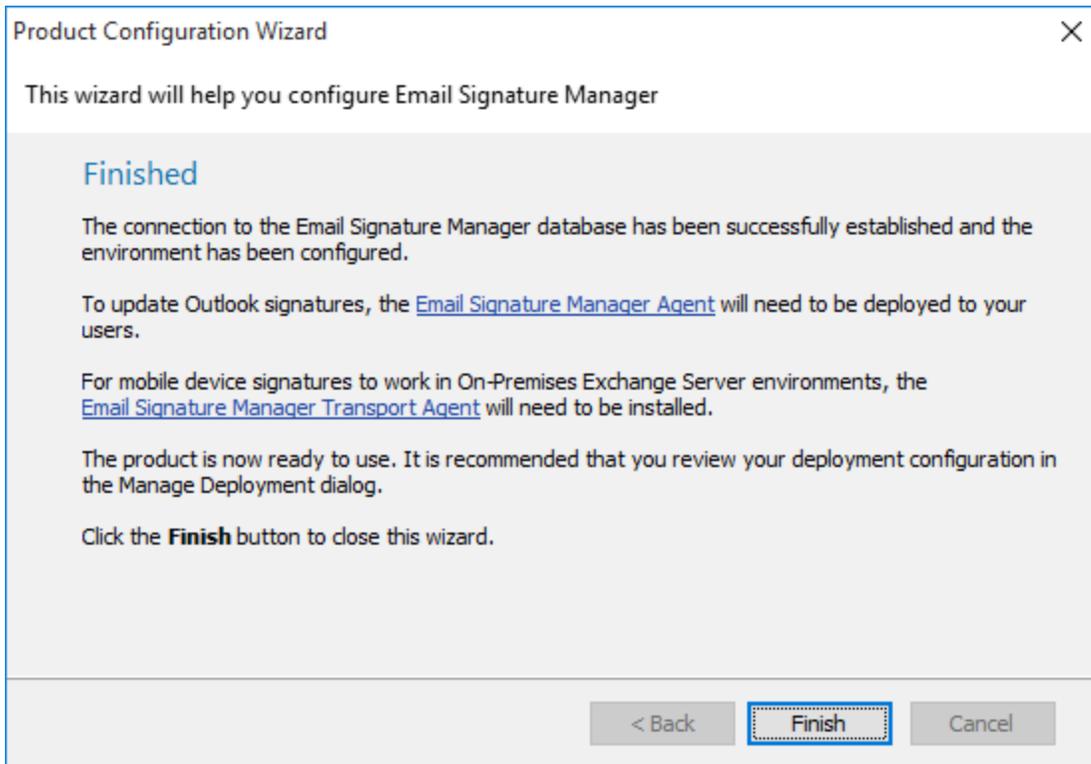
On this page, there are two options:

- **Configure Environment Now:** Select this option to proceed with environment configuration immediately (recommended). You will need the details of the relevant [service accounts](#). Clicking the **Next** button with this option selected will open the [Environment Configuration dialog](#). If the environment configuration is completed successfully, the wizard will then proceed to the [Finished page](#).
- **Configure Environment Later:** Select this option to complete the wizard without completing environment configuration. Clicking the **Next** button with this option selected will cause the wizard to proceed to the [Finished page](#).

Note If you cancel the wizard at this stage, the database will remain connected and the application will be usable. However, the Email Signature Manager Service will not be able to update user signatures until environment configuration has been completed.

Finished

The Finished page in the Product Configuration Wizard is the next page after the [Environment Configuration page](#):



The content of this final page will depend on the content of the database to which the application has been connected.

The suggested next steps are as follows:

- If not already completed, complete the [environment configuration](#).
- [Design your own templates](#) using our guide or use the sample templates supplied with Email Signature Manager.
- [Configure the deployment](#) of signatures to your users.
- Verify that the Email Signature Manager Service is updating user signatures in the [Status Monitor](#).
- Deploy the [Email Signature Manager Agent](#) to the users in your organization.
- Install the [Email Signature Manager Transport Agent](#) to inject signatures into emails sent from mobile devices in On-Premises Exchange Server environments.

Click the **Finish** button to proceed to the close the wizard.

Environment Configuration

The Environment Configuration dialog is opened by clicking the **Environment Configuration** button on the [Configuration page](#) in the Configuration backstage of the [main application window](#):

Environment Configuration

Exchange Environment

Please select the composition of your Exchange Server environment:

On-Premises Exchange Server

Office 365

Office 365 and On-Premises Exchange Server

Hosted Exchange

Hosted Exchange and On-Premises Exchange Server

Query On-Premises servers first

Office 365 Mailbox Access

Email Signature Manager requires an account that has been granted impersonation role access to mailboxes.

Account Name: service.account@mydomain.com

Password: *****

Advanced Settings... Test Connectivity...

On-Premises Exchange Server Mailbox Access

Email Signature Manager requires an account that has been granted impersonation role access to mailboxes.

Account Name: MYDOMAIN\ServiceAccount

Password: *****

Advanced Settings... Test Connectivity...

OK Cancel

The Environment Configuration dialog is used to tell Email Signature Manager how your Exchange environment is configured and the [service accounts](#) to use to access mailboxes.

The following environments are supported:

- On-Premises Exchange Server

- Office 365
- Office 365 and On-Premises Exchange Server
- Hosted Exchange
- Hosted Exchange and On-Premises Exchange Server

Depending on the selected environment you will be required to enter the details of the [service accounts](#) that has been created for the platforms within your environment. For example, if you have selected an option with On-Premises Exchange Server, then you will need to enter the details of the service account that has been created within you On-Premises Exchange Server platform.

For each platform you can optionally specify Advanced Settings and Test Connectivity to ensure that the specified service account works as expected:

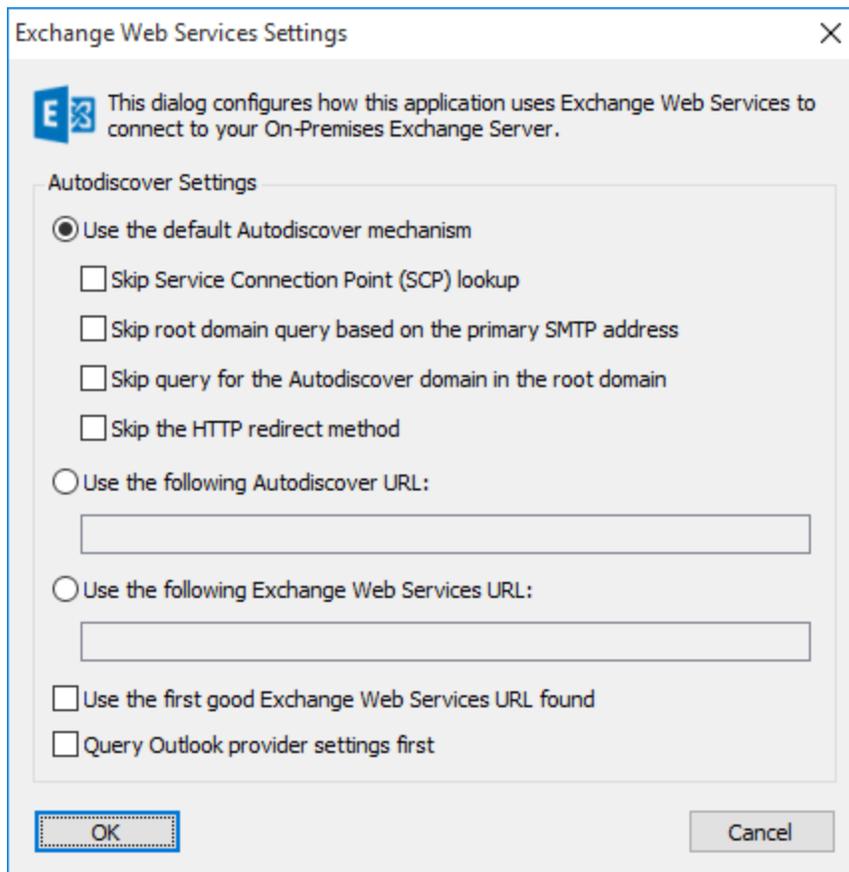
On-Premises Exchange Server: [Advanced Settings](#) and [Test Connectivity](#).

Office 365: [Advanced Settings](#) and [Test Connectivity](#).

Hosted Exchange: [Advanced Settings](#) and [Test Connectivity](#).

On-Premises Settings

The On-Premises Exchange Web Services Settings dialog is opened by clicking the **Advanced Settings...** button in the On-Premises Exchange Server Mailbox Access group in the [Environment Configuration dialog](#):



Note In normal conditions, the connection to Exchange Web Services will be configured automatically using the Autodiscover mechanism built into Exchange Server. It should only be necessary to change these advanced settings if specific problems are being encountered that prevent Autodiscover from working correctly, or if performance problems are being encountered.

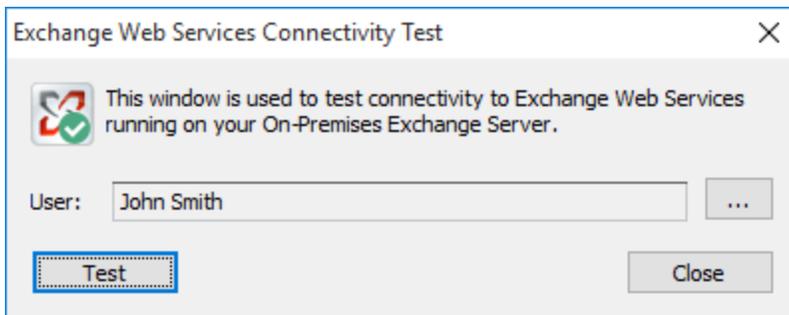
The following settings can be configured:

Setting	Description
Use the default Autodiscover mechanism	Specifies that the default Autodiscover mechanism should be used. <i>This is the default setting.</i>
Skip Service Connection Point (SCP) lookup	Specifies that the Autodiscover mechanism will not query Active Directory for Service Connection Points (SCPs). <i>Only applicable when the option to use the default Autodiscover mechanism is selected.</i>
Skip root domain query based on the primary SMTP address	Specifies that the Autodiscover mechanism will not query for an Autodiscover service at the URL based on the <i>root domain</i> found in the primary SMTP email address for a user. The URL format is <code>https://<smtp-address-domain>/autodiscover/autodiscover.xml</code> , so for a user with the email address <code>user@contoso.com</code> , this would resolve to <code>https://contoso.com/autodiscover/autodiscover.xml</code> . <i>Only applicable when the option to use the default Autodiscover mechanism is selected.</i>
Skip query for the Autodiscover domain in the root domain	Specifies that the Autodiscover mechanism will not query for an Autodiscover service at the URL based on the <i>autodiscover sub-domain of the root domain</i> found in the primary SMTP email address for a user. The URL format is <code>https://autodiscover.<smtp-address-domain>/autodiscover/autodiscover.xml</code> , so for a user with the email address <code>user@contoso.com</code> , this would resolve to <code>https://autodiscover.contoso.com/autodiscover/autodiscover.xml</code> . <i>Only applicable when the option to use the default Autodiscover mechanism is selected.</i>
Skip the HTTP redirect method	Specifies that the Autodiscover mechanism will not query for an HTTP redirect on the <i>autodiscover sub-domain of the root domain</i> found in the primary SMTP email address for a user. The URL format is <code>https://autodiscover.<smtp-address-domain>/autodiscover/autodiscover.xml</code> , so for a user with the email address <code>user@contoso.com</code> , this redirect query would be made against <code>https://autodiscover.contoso.com/autodiscover/autodiscover.xml</code> . <i>Only applicable when the option to use the default Autodiscover mechanism is selected.</i>
Use the following Autodiscover URL	Specifies that the Autodiscover mechanism should use the specified fixed Autodiscover URL, instead of querying Active Directory for the Service Connection Points.
Use the following Exchange Web Services URL	Disables the Autodiscover mechanism, forcing the connection to Exchange Web Services to use the specified fixed Exchange Web Services URL for all users.
Use the first good Exchange Web Services URL found	When using the default Autodiscover mechanism, this setting stipulates that once the first good Exchange Web Services URL has been discovered (from a Service Connection Point), the mechanism should stop and use that URL alone (rather than continuing and querying further Service Connection Points). This can be useful if you have a number of Autodiscover servers (i.e. a number of Service Connection Points), some of which are not currently available.
Query Outlook provider Settings first	When using the Autodiscover mechanism, each Autodiscover service (i.e. each Service Connection Point) is queried using the standard Autodiscover protocol. If this fails, the service is queried for the settings to be used by Outlook (which uses a different protocol). In some environments, the standard Autodiscover protocol

When the settings have been configured as required, click the **OK** button save your changes and close the dialog. Alternatively, click the **Cancel** button to close the dialog without saving any changes.

On-Premises Connectivity Test

The On-Premises Exchange Web Services Connectivity Test dialog is opened by clicking the **Test Connectivity...** button in the On-Premises Exchange Server Mailbox Access group in the [Environment Configuration dialog](#):



This dialog is used to test connectivity to your organization's On-Premises Exchange Server. This is helpful to test that the deployment of signatures will work as expected using the specified service account.

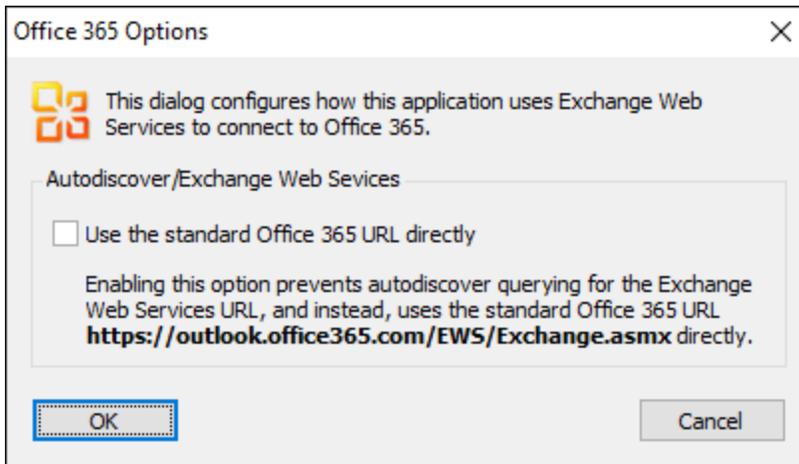
By default, the current Windows user is selected for the test. To choose a different user against which to test, click the ellipses button ("...") next to the user.

When ready, click the **Test** button. After a few moments, a summary message will be displayed indicating the overall result of test, which includes reading the number of items in the specified user's inbox and checking if the basic OWA settings could be found. A detailed log of the test can be viewed by clicking the link to the `Symprex.Connectivity.LogFile.txt` file, which is written to the default temporary folder.

Once testing has been completed, click the **Close** button to close the dialog.

Office 365 Settings

The Office 365 Settings dialog is opened by clicking the **Advanced Settings...** button in the Office 365 Exchange Mailbox Access group in the [Environment Configuration dialog](#):



Note In normal conditions, the connection to Exchange Web Services will be configured automatically using the Autodiscover mechanism built into Office 365. It should only be necessary to change these advanced settings if specific problems are being encountered that prevent Autodiscover from working correctly, or if performance problems are being encountered.

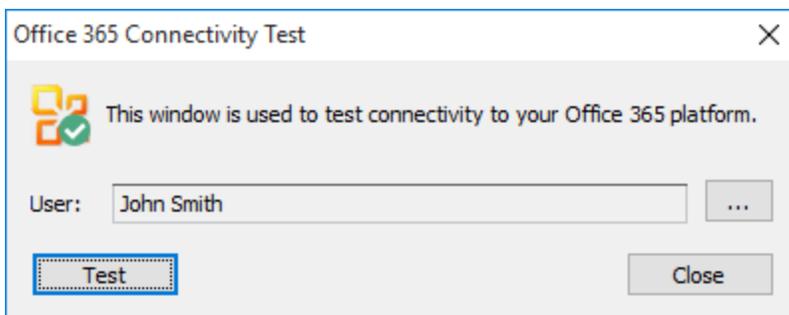
The following settings can be configured:

Setting	Description
Use the standard Office 365 URL directly	Bypasses the Autodiscover mechanism and uses the standard Office 365 Exchange Web Services URL directly.

When the settings have been configured as required, click the **OK** button save your changes and close the dialog. Alternatively, click the **Cancel** button to close the dialog without saving any changes.

Office 365 Connectivity Test

The Office 365 Connectivity Test dialog is opened by clicking the **Test Connectivity...** button in the Office 365 Exchange Mailbox Access group in the [Environment Configuration dialog](#):



This dialog is used to test connectivity to Office 365. This is helpful to test that the deployment of signatures will work as expected using the specified service account.

By default, the current Windows user is selected for the test. To choose a different user against which to

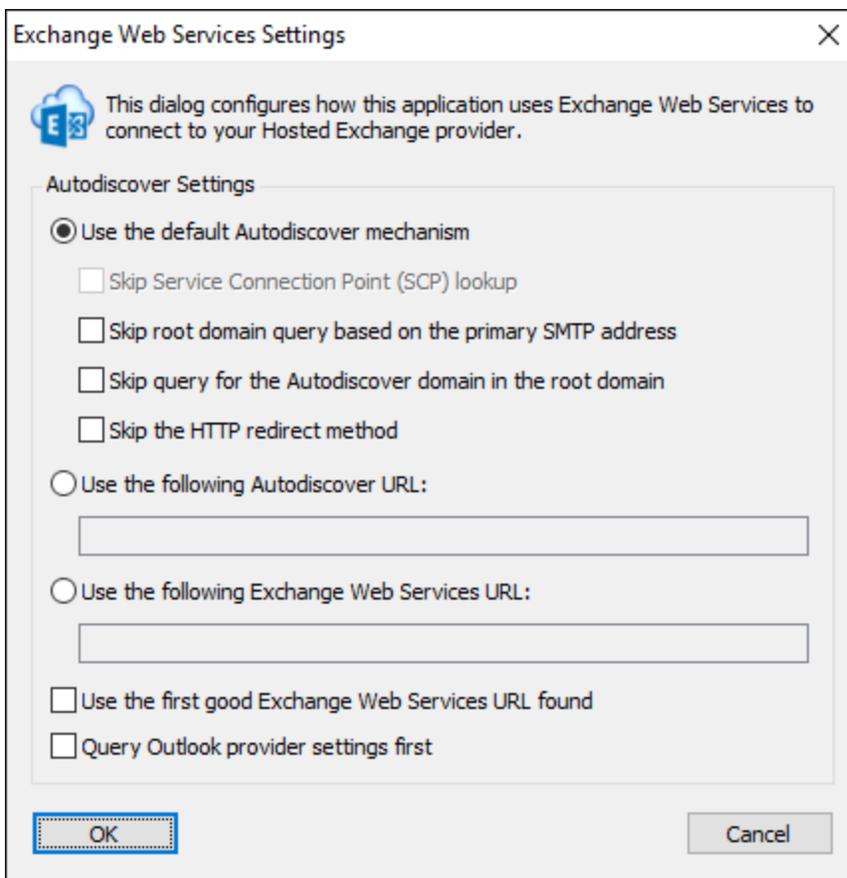
test, click the ellipses button ("...") next to the user.

When ready, click the **Test** button. After a few moments, a summary message will be displayed indicating the overall result of test, which includes reading the number of items in the specified user's inbox and checking if the basic OWA settings could be found. A detailed log of the test can be viewed by clicking the link to the `Symprex.Connectivity.LogFile.txt` file, which is written to the default temporary folder.

Once testing has been completed, click the **Close** button to close the dialog.

Hosted Settings

The Hosted Exchange Web Services Settings dialog is opened by clicking the **Advanced Settings...** button in the Hosted Exchange Mailbox Access group in the [Environment Configuration dialog](#):



Note In normal conditions, the connection to Exchange Web Services will be configured automatically using the Autodiscover mechanism built into Exchange Server. It should only be necessary to change these advanced settings if specific problems are being encountered that prevent Autodiscover from working correctly, or if performance problems are being encountered.

The following settings can be configured:

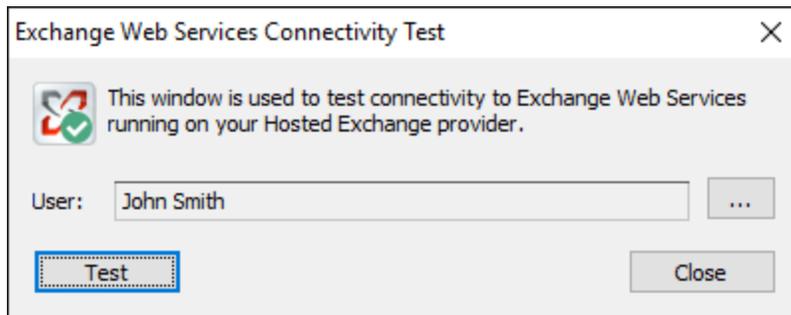
Setting	Description
Use the default Autodiscover mechanism	Specifies that the default Autodiscover mechanism should be used. <i>This is the default setting.</i>
Skip Service Connection Point (SCP) lookup	<i>Not applicable to Hosted Exchange environments.</i>
Skip root domain query based on the primary SMTP address	Specifies that the Autodiscover mechanism will not query for an Autodiscover service at the URL based on the <i>root domain</i> found in the primary SMTP email address for a user. The URL format is <code>https://<smtp-address-domain>/autodiscover/autodiscover.xml</code> , so for a user with the email address <code>user@contoso.com</code> , this would resolve to <code>https://contoso.com/autodiscover/autodiscover.xml</code> . <i>Only applicable when the option to use the default Autodiscover mechanism is selected.</i>
Skip query for the Autodiscover domain in the root domain	Specifies that the Autodiscover mechanism will not query for an Autodiscover service at the URL based on the <i>autodiscover sub-domain of the root domain</i> found in the primary SMTP email address for a user. The URL format is <code>https://autodiscover.<smtp-address-domain>/autodiscover/autodiscover.xml</code> , so for a user with the email address <code>user@contoso.com</code> , this would resolve to <code>https://autodiscover.contoso.com/autodiscover/autodiscover.xml</code> . <i>Only applicable when the option to use the default Autodiscover mechanism is selected.</i>
Skip the HTTP redirect method	Specifies that the Autodiscover mechanism will not query for an HTTP redirect on the <i>autodiscover sub-domain of the root domain</i> found in the primary SMTP email address for a user. The URL format is <code>https://autodiscover.<smtp-address-domain>/autodiscover/autodiscover.xml</code> , so for a user with the email address <code>user@contoso.com</code> , this redirect query would be made against <code>https://autodiscover.contoso.com/autodiscover/autodiscover.xml</code> . <i>Only applicable when the option to use the default Autodiscover mechanism is selected.</i>
Use the following Autodiscover URL	Specifies that the Autodiscover mechanism should use the specified fixed Autodiscover URL, instead of querying Active Directory for the Service Connection Points.
Use the following Exchange Web Services URL	Disables the Autodiscover mechanism, forcing the connection to Exchange Web Services to use the specified fixed Exchange Web Services URL for all users.
Use the first good Exchange Web Services URL found	When using the default Autodiscover mechanism, this setting stipulates that once the first good Exchange Web Services URL has been discovered (from a Service Connection Point), the mechanism should stop and use that URL alone (rather than continuing and querying further Service Connection Points). This can be useful if you have a number of Autodiscover servers (i.e. a number of Service Connection Points), some of which are not currently available.

Setting	Description
Query Outlook provider settings first	When using the Autodiscover mechanism, each Autodiscover service (i.e. each Service Connection Point) is queried using the standard Autodiscover protocol. If this fails, the service is queried for the settings to be used by Outlook (which uses a different protocol). In some environments, the standard Autodiscover protocol is not available on any server, so it is beneficial (from a performance standpoint) to query for the Outlook provider settings first.

When the settings have been configured as required, click the **OK** button save your changes and close the dialog. Alternatively, click the **Cancel** button to close the dialog without saving any changes.

Hosted Connectivity Test

The Hosted Exchange Web Services Connectivity Test dialog is opened by clicking the **Test Connectivity...** button in the Hosted Exchange Mailbox Access group in the [Environment Configuration dialog](#):



This dialog is used to test connectivity to your organization's Hosted Exchange platform. This is helpful to test that the deployment of signatures will work as expected using the specified service account.

By default, the current Windows user is selected for the test. To choose a different user against which to test, click the ellipses button ("...") next to the user.

When ready, click the **Test** button. After a few moments, a summary message will be displayed indicating the overall result of test, which includes reading the number of items in the specified user's inbox and checking if the basic OWA settings could be found. A detailed log of the test can be viewed by clicking the link to the `Symprex.Connectivity.LogFile.txt` file, which is written to the default temporary folder.

Once testing has been completed, click the **Close** button to close the dialog.

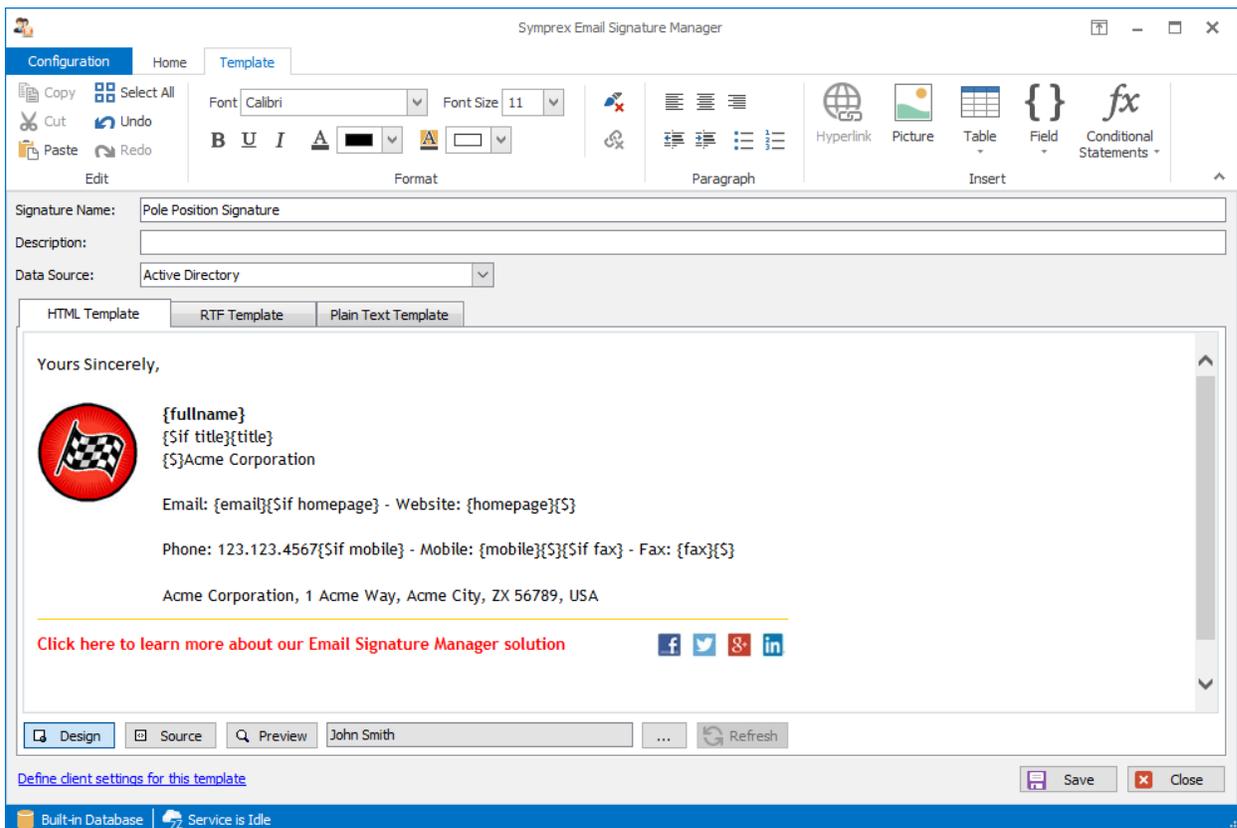
Creating and Editing Templates

Signatures can help to make your emails look professional, convey your brand, and to identify who you are. Signatures configured for deployment to Microsoft Outlook, OWA and mobile devices are automatically added to the end of new emails you compose. By designing and deploying signatures from a central point, you can achieve a consistent appearance for all emails from your organization. Email Signature Manager offers four different types of templates to accomplish this:

Ico n	Type	Description
	Signature	Signatures normally include graphics such as a logo to convey corporate identity and branding, and include fields to merge contact information from Active Directory or another data source. Disclaimers and campaigns can be appended to any signature.
	Disclaimer	Disclaimers are normally of a legal nature and will be appended to designated signatures. Separating disclaimers from signatures makes it easy to maintain the same disclaimer on many different signatures.
	Campaign	Campaigns are normally used to include graphics or text, for example news or sales promotions, and will be appended to designated signatures. Campaigns can be scheduled to run within a certain time frame.
	Stationery	Stationery can be used to set background images. Note that stationery only works in Outlook and only when creating new email in HTML format.

Templates are created and managed from the [main application window](#).

When designing a template, the main application window displays the Template ribbon and the template editor:



The Template ribbon offers various commands whilst designing your templates:

- The Edit group contains the standard commands for working with the clipboard and content of the template.
- The Format group contains commands to adjust the formatting of the text (HTML and RTF templates only).
- The Paragraph group contains commands to adjust the style of the text (HTML and RTF templates only).
- The Insert group contains commands to insert Hyperlinks, Pictures, Tables, Fields and Conditional Statements.

All templates share two common properties:

- The name of the template, used to uniquely identify each template.
- A description of the template, which is an optional field describing the template.

Depending on the type of the template, other properties are also available. These are discussed in the separate topics for each template type.

All templates in Email Signature Manager have three separate components:

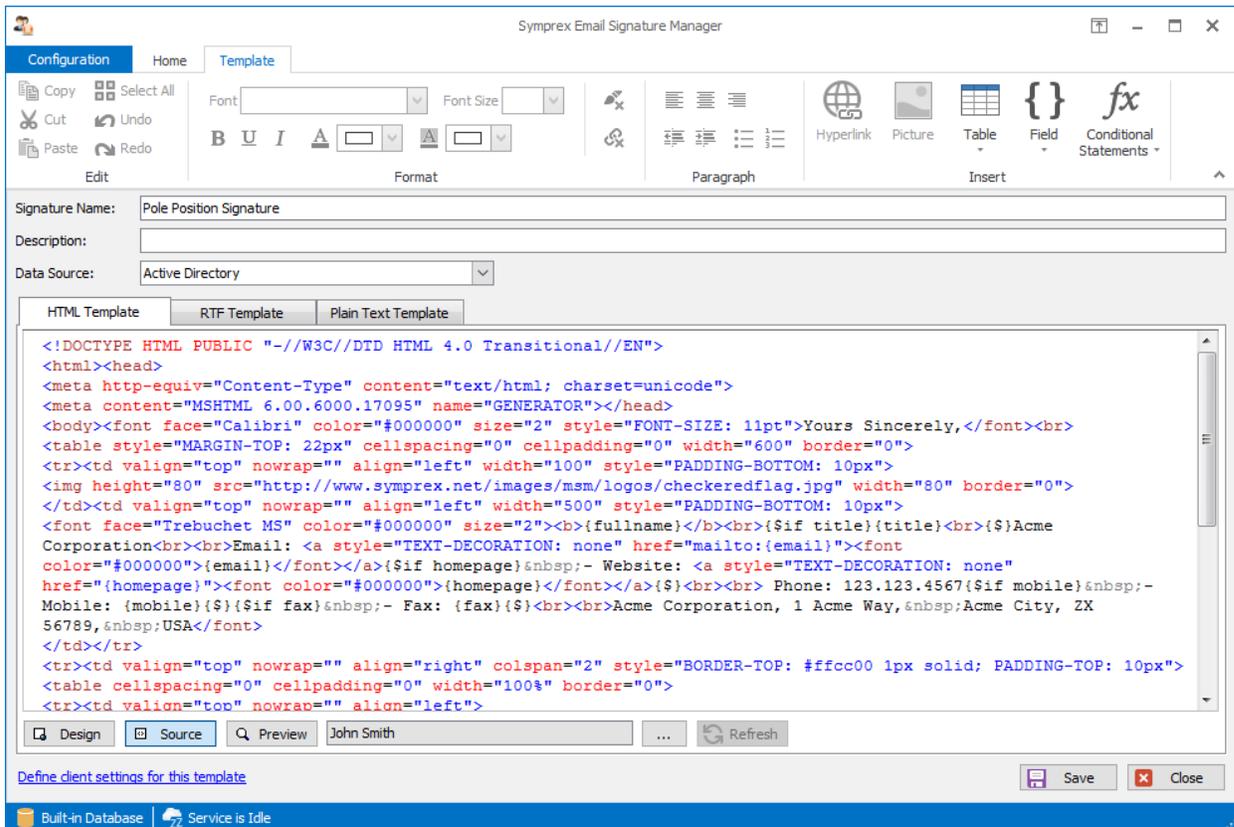
- The HTML Template, which defines the content appended to HTML emails.
- The RTF Template, which defines the content appended to Rich Text Format (RTF) emails.
- The Plain Text Template, which defines the content appended to plain text emails.

Each component can contain fields (identified by {} braces), which are dynamically replaced by the appropriate user data from the selected [data source](#) when the template is deployed to each user. This means that templates are dynamic and their content can be tailored to suit your organization. Prior to deployment, you can test how your templates will appear for any user in your organization using the [Test Signatures dialog](#).

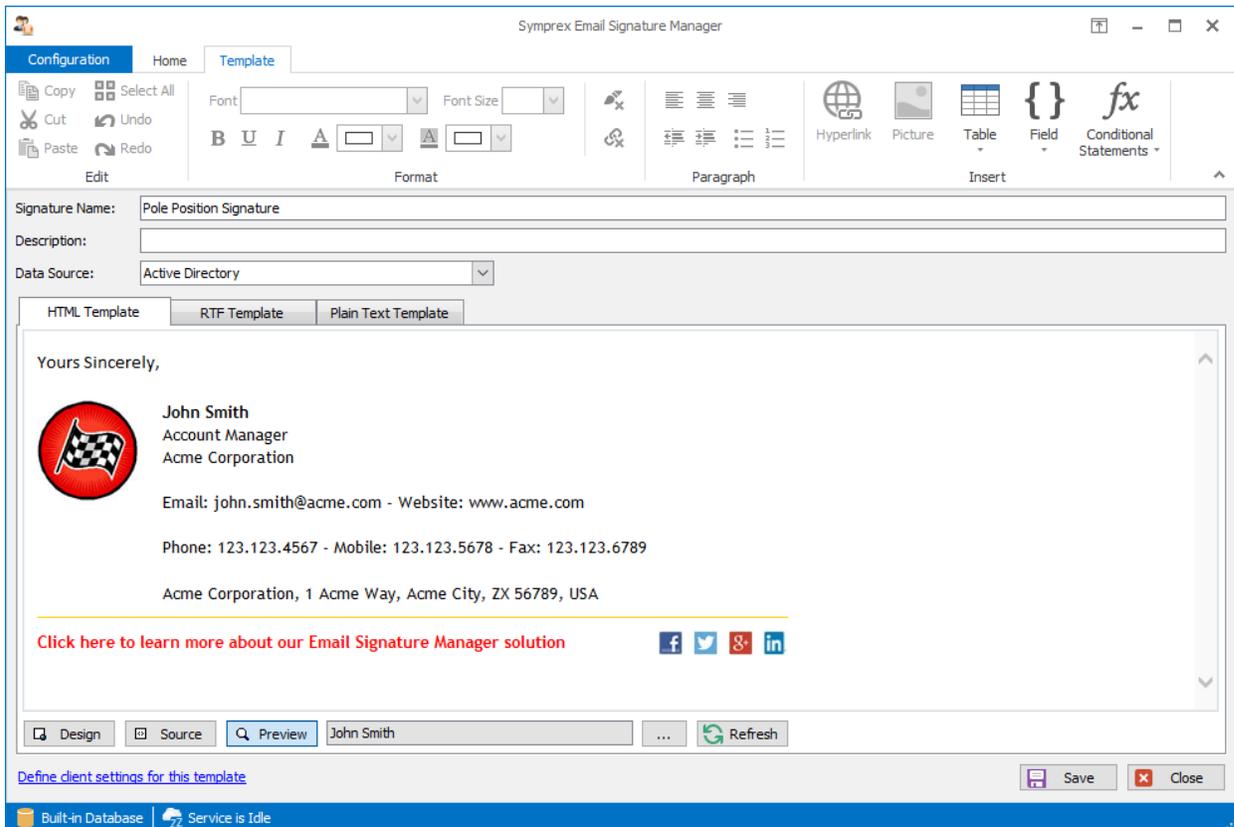
Please refer to the [working with fields](#) topic for detailed information on how to use fields in your templates.

Please also refer to the [conditional statements](#) topic for information about how to use conditional statements to for example avoid labels followed by empty fields.

All templates are designed in a WYSIWYG editor, however, for the HTML template, the source can also be modified directly by clicking the **Source** button:



While designing your template, you can, at any time, preview how it will look when merged with user data by clicking the **Preview** button:



The user for which the preview will be generated can be selected by clicking the ellipses ("...") button and the preview can be refreshed by clicking the **Refresh** button.

When you have finished designing your template, you can:

- Click the **Save** button to save the changes to your template.
- Click the **Close** button to close the template and return to the template browser; you will be prompted to save if you have made any changes.

It is recommended that you read the section of [design guidance](#) before authoring your templates to ensure you achieve the best results.

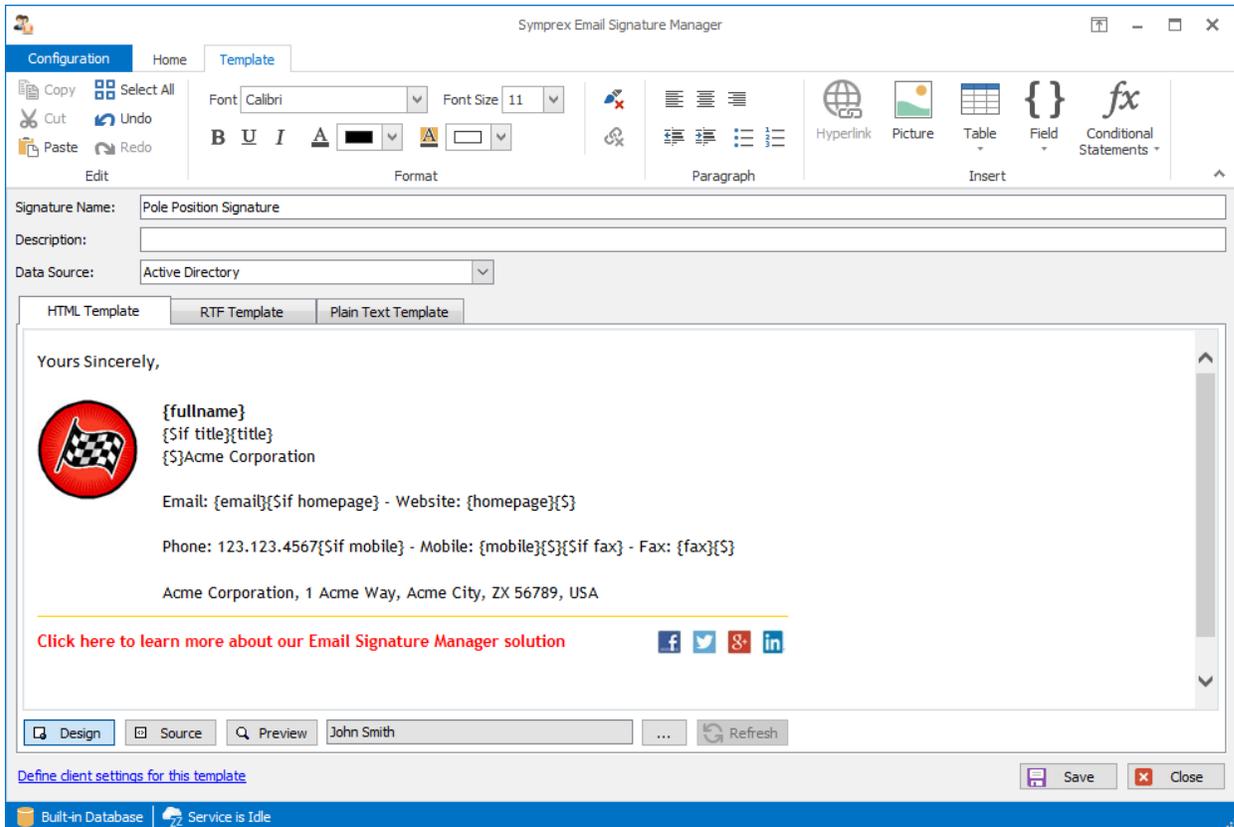
Signatures

A signature is the basic template used to sign your emails. The design of each signature should generally contain information about the author of the email and the organization. Legal information can be appended to signatures using [disclaimers](#) and news and marketing information can be appended using [campaigns](#).

- To create a new signature, click the **Signature** button in the **Create** group in the **Home** ribbon on the [main application window](#).
- To edit an existing signature, you can either:
 - Select the signature in the template browser on the main application window and click the **Edit** button in the **Template** group of the **Home** ribbon, or

- Double-click the signature in the template browser, or
- Right-click the signature in the template browser and select **Edit** from the context menu.

When you create or edit a signature, the template editor will be opened:



Signatures can have the following properties configured:

- **Name:** The unique name of the signature (mandatory).
- **Description:** A description of the signature.
- **Data Source:** The data source from which the user data will be merged for the signature. By default, this will be Active Directory but can be set to any [custom data source](#).

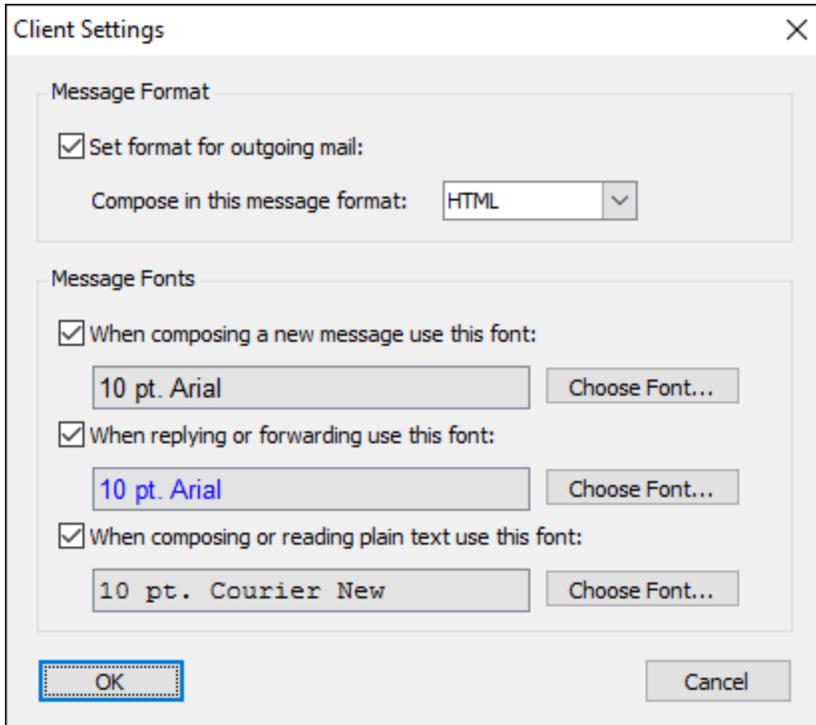
[Client Settings](#) for the template can be defined by clicking the **Define client settings for this template** link.

Note The client settings defined for the template will be applied when the signature is installed as the default signature for new emails for a user *unless* global client settings take precedence. Please review the section on [deployment](#) for further details.

- To save the changes and continue editing the signature, click the **Save** button.
- To close the editor and return to the template browser, click the **Close** button; you will be prompted to save if you have made any changes.

Client Settings

The Client Settings dialog is opened by clicking the **Define client settings for this template** link when editing a [signature](#) template.



Client settings are used to configure email preferences for writing emails in Microsoft Outlook.

Note Global client settings can also be specified in the [Manage Deployment dialog](#) which, depending on how they are configured, can override the settings defined in a template.

The following settings can be configured for the message format:

- **Set format for outgoing mail:** Specifies the format to be used for writing outgoing email. This can be either HTML, Rich Text or Plain Text.

The following settings can be configured for the message font:

- **Compose font:** Specifies the font and color that will be used when a user creates a new email.
- **Reply/Forward font:** Specifies the font and color that will be used when a user replies to or forwards an email.
- **Plain Text font:** Specifies the font that will be used to compose emails in plain text format.

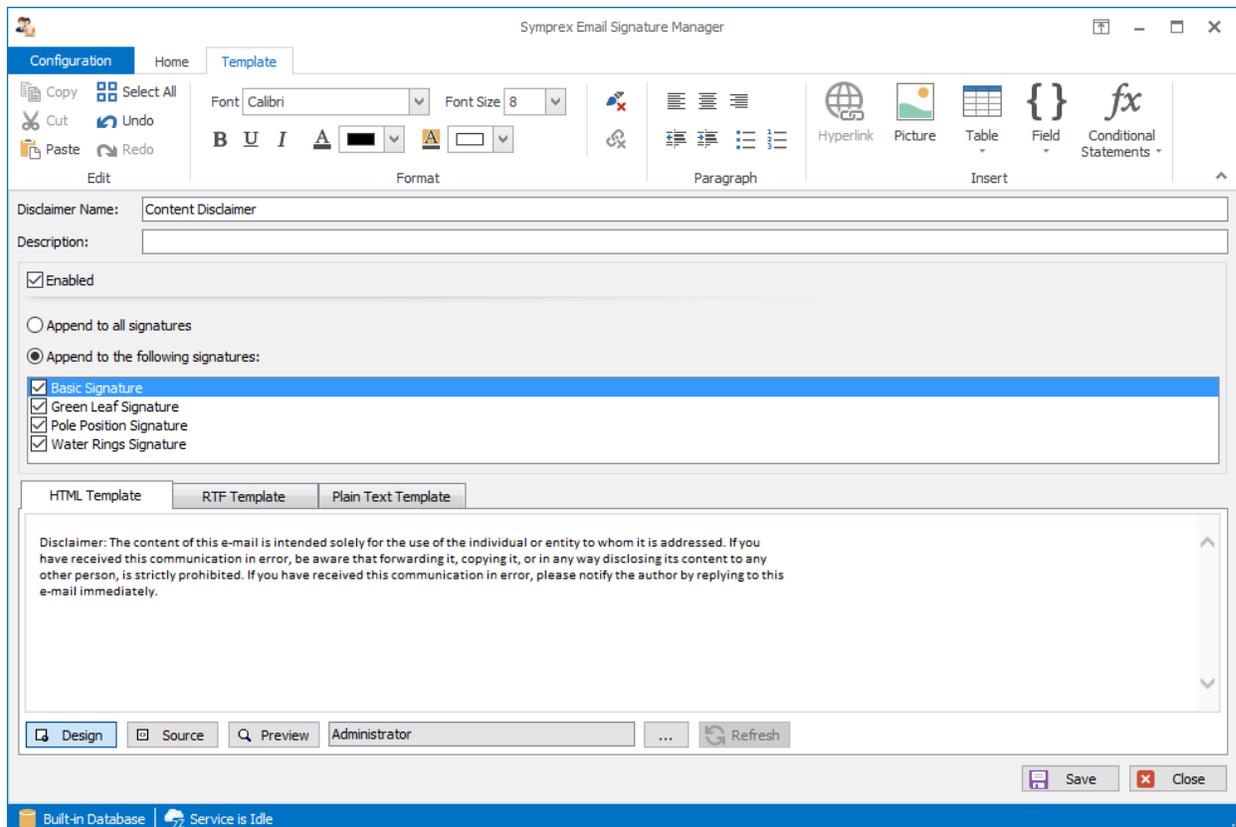
To accept the changes you have made, click the **OK** button. Otherwise, click the **Cancel** button to close the dialog.

Disclaimers

Disclaimers are generally used to add legal information to the end of the designated [signatures](#); for example, this can be to give details of your organization's email policy.

- To create a new disclaimer, click the **Disclaimer** button in the **Create** group in the **Home** ribbon on the [main application window](#).
- To edit an existing disclaimer, you can either:
 - Select the disclaimer in the template browser on the main application window and click the **Edit** button in the **Template** group of the **Home** ribbon, or
 - Double-click the disclaimer in the template browser, or
 - Right-click the disclaimer in the template browser and select **Edit** from the context menu.

When you create or edit a disclaimer, the template editor will be opened:



Disclaimers can have the following properties configured:

- **Name:** The unique name of the disclaimer (mandatory).
- **Description:** A description of the disclaimer.
- **Enabled:** Determines if the disclaimer is currently enabled. When enabled, the disclaimer is appended to the designated signatures.
- **Append to all signatures:** When selected, specifies that the disclaimer is appended to *all* signatures.
- **Append to the following signatures:** When selected, the disclaimer is only appended to the signatures selected in the list.

Note The fields in the disclaimer will be merged using the data source from the parent signature at the point of deployment.

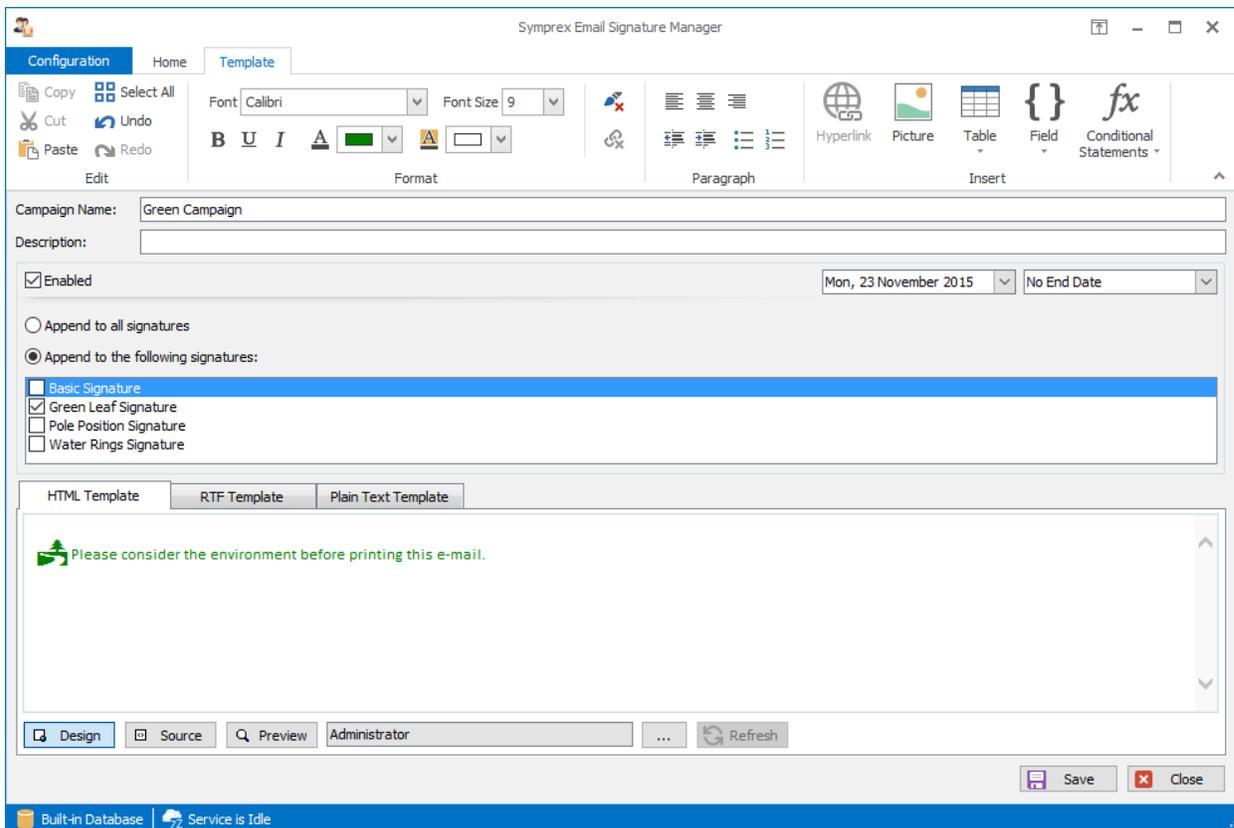
- To save the changes and continue editing the disclaimer, click the **Save** button.
- To close the editor and return to the template browser, click the **Close** button; you will be prompted to save if you have made any changes.

Campaigns

Campaigns are generally used to add news and marketing information to the end of the designated [signatures](#); for example, to tell recipients of emails from your organization about a forthcoming promotion.

- To create a new campaign, click the **Campaign** button in the **Create** group in the **Home** ribbon on the [main application window](#).
- To edit an existing campaign, you can either:
 - Select the campaign in the template browser on the main application window and click the **Edit** button in the **Template** group of the **Home** ribbon, or
 - Double-click the campaign in the template browser, or
 - Right-click the campaign in the template browser and select **Edit** from the context menu.

When you create or edit a campaign, the template editor will be opened:



Campaigns can have the following properties configured:

- **Name:** The unique name of the campaign (mandatory).
- **Description:** A description of the campaign.
- **Enabled:** Determines if the campaign is currently enabled. When enabled, the campaign is appended to the designated signatures.
- **Start Date:** Optionally specifies the date from which the campaign will be appended to the designated signatures.
- **End Date:** Optionally specifies the date until which the campaign will be appended to the designated signatures.
- **Append to all signatures:** When selected, specifies that the campaign is appended to *all* signatures.
- **Append to the following signatures:** When selected, the campaign is only appended to the signatures selected in the list.

Note The fields in the campaign will be merged using the data source from the parent signature at the point of deployment.

- To save the changes and continue editing the campaign, click the **Save** button.
- To close the editor and return to the template browser, click the **Close** button; you will be prompted to save if you have made any changes.

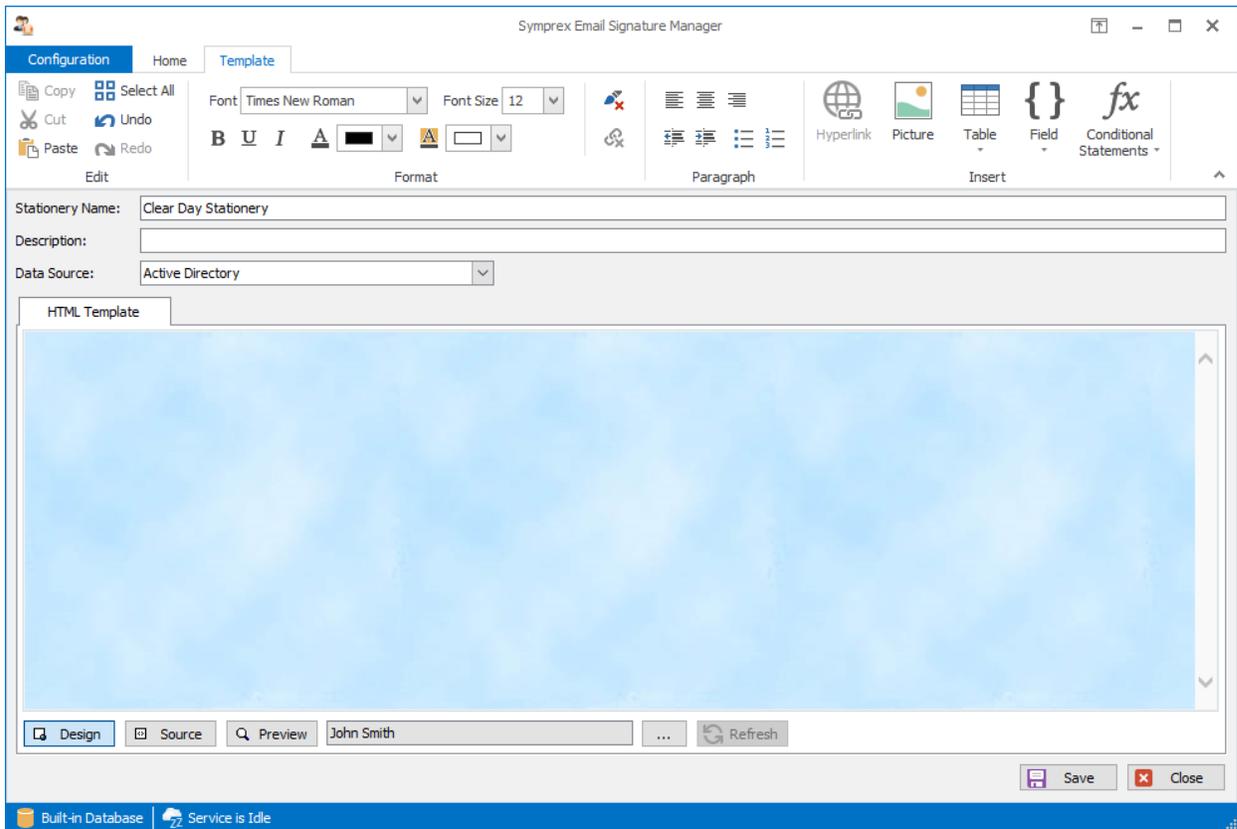
Stationery

Stationery can be used to set background images for HTML messages authored in Microsoft Outlook.

To create new stationery, click the **Stationery** button in the **Create** group in the **Home** ribbon on the [main application window](#).

- To edit existing stationery, you can either:
 - Select the stationery in the template browser on the main application window and click the **Edit** button in the **Template** group of the **Home** ribbon, or
 - Double-click the stationery in the template browser, or
 - Right-click the stationery in the template browser and select **Edit** from the context menu.

When you create or edit stationery, the template editor will be opened:



Stationery can have the following properties configured:

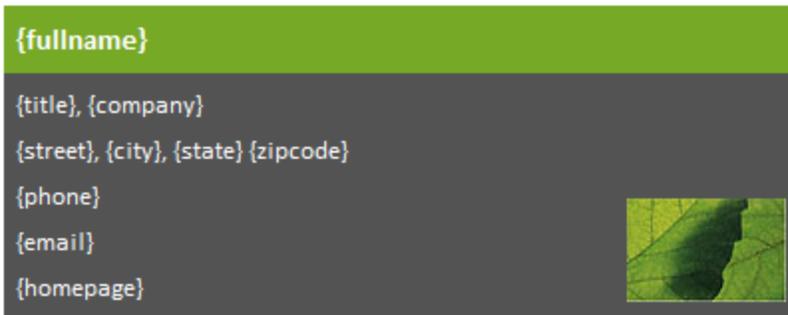
- **Name:** The unique name of the stationery (mandatory).
- **Description:** A description of the stationery.

Note Stationery can only be applied to HTML messages authored in Microsoft Outlook. Hence, the RTF Template and Plain Text Template tabs are not available for stationery.

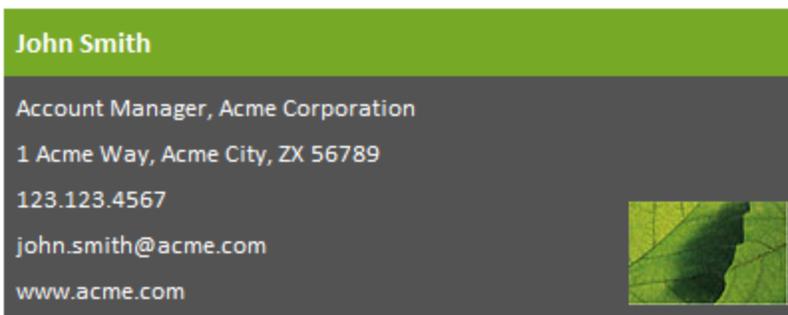
- To save the changes and continue editing the stationery, click the **Save** button.
- To close the editor and return to the template browser, click the **Close** button; you will be prompted if changes have been made.

Dynamic Fields

Dynamic Fields is a very powerful feature in Email Signature Manager. Each component (HTML, Rich Text and Plain Text) of a template is essentially the final content that will be deployed but instead of actual user information, field markers (dynamic fields) are inserted where the real user information will be inserted (or *merged*). This is illustrated in the simple signature below:



In this example, most of the content will be populated dynamically at the point of deployment. For example, the `{fullname}` field will be replaced by the user's full name from the data source for the template (the data source is normally Active Directory but [custom data sources](#) can be configured). The deployed signature would appear something like the following example:



This examples demonstrates basic use of simple fields in signatures; a full list of the available fields is listed in the [appendix](#).

Formatting a Field Value in Upper, Lower or Title Case

Field values can be formatted to be in upper, lower or title case as follows:

- **Upper Case:** Add the `:U` suffix to the field name, for example `{fullname:U}`
- **Lower Case:** Add the `:L` suffix to the field name, for example `{fullname:L}`
- **Title Case:** Add the `:T` suffix to the field name, for example `{fullname:T}`

Disabling Encoding of Field Values

When a field value is inserted into a signature, it is encoded to HTML to ensure it appears correctly. However, this may not be the desirable behaviour if the field contains HTML that should be used directly in the signature *without* being encoded. To disable encoding of field values, add the `:N` suffix; for example `{description:N}`.

Use any Active Directory Property Value

The pre-defined fields available in Email Signature Manager are the most commonly used fields for signatures. However, it is possible to obtain the value of *any* Active Directory property by using the following syntax:

```
{#propertyname}
```

where `propertyname` is the name of the property. If the property has multiple values, a specific value can be obtained using the following syntax:

```
{#propertyname(index)}
```

where `(index)` is the 1-based index of the value to be used. A list of some Active Directory fields that can be useful in signatures can be found [here](#).

Conditional Statements

Conditional Statements is a very powerful feature in Email Signature Manager. They allow you to include or exclude part of a template based on whether or not there is data in a specific field. A common use of this feature is to avoid labels in front of empty fields.

If Conditional Statement

The `$if` conditional statement allows you to specify that the enclosed block of content should only be included if the specific field contains data.

The syntax for the `$if` conditional statement is:

```
{$if field}content to include when field contains data{$}
```

Example:

```
{$if mobile}Mobile: {mobile}{$}
```

Ifno Conditional Statement

The `$ifno` conditional statement allows you to specify that the enclosed block of content should only be included if the specific field contains no data or is null.

The syntax for the `$ifno` conditional statement is:

```
{$ifno field}content to include when field contains no data{$}
```

Example:

```
{$ifno mobile}Mobile: N/A{$}
```

Else Conditional Statement

The `$if` and `$ifno` statements can be combined with the `$else` statement to test for the inverse condition. This simplifies conditional statements as there is no need to define both `$if` and `$ifno` statements to test for a field value containing data or being empty.

The syntax for the `$else` conditional statement is:

```
{$if field}content to include when field contains data{$else}content to include when field contains :
```

Example:

```
Mobile: {$if mobile}{mobile}{else}N/A{$}
```

Testing if Field Is Equal To a Specific Value

The `$if` can be used to test if a field value is equal to a specific value by using the `=` operand and using the following syntax:

```
{$if field="value"}content to include when field is equal to the specified value{$}
```

Example:

```
Country: {$if countrycode="GB"}Great Britain{$else}Somewhere else{$}
```

The comparison is case insensitive.

Testing if Field Is Not Equal To a Specific Value

The `$if` can be used to test if a field value is not equal to a specific value by using the `<>` operand and using the following syntax:

```
{$if field<>"value"}content to include when field is not equal to the specified value{$}
```

Example:

```
Country: {$if countrycode<>"US"}Not the United States{$else}The United States{$}
```

The comparison is case insensitive.

Testing if Field Is Like a Specific Value

The `$if` can be used to test if a field value is like a specific value by using the `%` operand and using the following syntax:

```
{$if field%"value"}content to include when field is like the specified value{$}
```

The tested value can include the following wildcards:

- `*` matches zero or more characters.
- `?` matches any single character.
- `#` matches any single digit.

Example:

```
Area Code: {$if phone%"0208*"}Outer London{$else}Somewhere else{$}
```

The comparison is case insensitive.

Additional Notes on Conditional Statements

When the "Remove trailing spaces from field values" option is enabled (configured through the [Deployment Options dialog](#)), any trailing spaces in field values will be removed before evaluating conditional statements. Field values that only contain one or more spaces will be trimmed to an empty value; this is desirable as such fields would generally be considered empty in relation to signatures.

When using conditional statements in HTML templates care needs to be taken to ensure that the correct HTML tags are either included or excluded in the conditional statement. This can be verified by checking the Source for the template in the template browser.

Avoiding Blank Lines

To avoid a blank line when a conditional statement that evaluates to false includes a whole full line, include the line break within the conditional statement. For example this template would result in a blank line between name and phone in signatures for users that do not have a mobile number:

```
{fullname}  
{if mobile}Mobile: {mobile}{$}  
Phone: {phone}
```

To avoid the potentially empty line, the signature should be rewritten like this:

```
{fullname}  
{if mobile}Mobile: {mobile}  
{if not mobile}Phone: {phone}
```

Note In HTML templates, you may need to either include or exclude line break tags (i.e. `
`) *inside* the end of the conditional statement to achieve the desired effect. When using paragraph tags (i.e. `<p>...</p>`), ensure that the tags will not become unbalanced by getting excluded by the conditional statement.

Template Design Guidance

To ensure that your signatures appear as expected when applied to emails, please read the following sections providing guidance on various aspects of template design.

Styling Templates

Use Only Inline CSS

When authoring templates in HTML, it is important to avoid using internal or external CSS style sheets, but to only use inline CSS to apply styles within the template content. This is because when templates are deployed to Outlook and OWA, or injected into emails by the Transport Agent, it is not possible to merge any CSS style sheet that may be present in an email with those in the template. This is also true when campaigns and disclaimers are appended to signatures.

In short, all styles within your HTML templates should be applied inline, for example:

```
<SPAN STYLE="font-family: arial; font-size: 10pt; color: black">Your text here</SPAN>
```

The best method to produce a clean template is to first complete the content of the template without any styles, and then apply the styles (such as bold, italic etc.) to the content as required. It is also recommended to avoid pasting into the HTML WYSIWYG editor from word processors, such as Microsoft Word, which may include a large amount of Word specific HTML tags and content, which can lead to formatting problems.

HTML and CSS Support in Outlook

Microsoft Outlook uses the HTML parsing and rendering engine from Microsoft Word to display HTML message bodies. The same HTML and CSS support available in Word is available in Outlook.

To learn about support for the HTML and CSS specifications provided by Word and Outlook please refer to the following Microsoft articles:

- [Word 2007 HTML and CSS Rendering Capabilities in Outlook 2007 \(Part 1 of 2\)](#)
- [Word 2007 HTML and CSS Rendering Capabilities in Outlook 2007 \(Part 2 of 2\)](#)

These articles provides reference documentation related to supported and unsupported HTML elements, attributes, and CSS properties.

Note that while the articles date back to 2006 and were written for Word 2007 and Outlook 2007, **the content remains valid for Office 2010, 2013 and 2016**, and therefore remains valuable reference documentation when designing email signatures for the Outlook client.

More Information

Please refer to our [Knowledge Base](#) for more information on signature design.

Including Graphics

Email Signature Manager supports including images in signatures, such as logos, banners, social media icons, employee pictures and so on.

For best results:

- The best image formats for emails signatures are JPG and GIF.
- Use images that are the size they need to be in the HTML signatures.
- Ensure the `width` and `height` attributes on the HTML `img` tags are set correctly.
- Ideally ensure the `alt` attribute on the HTML `img` tags is set to an alternate text.
- Keep images on a web server and reference in HTML signatures using image URLs.
- Smaller image file sizes are better.

When sending email from Outlook, images can be linked or embedded (this is controlled in the [Deployment Options dialog](#)).

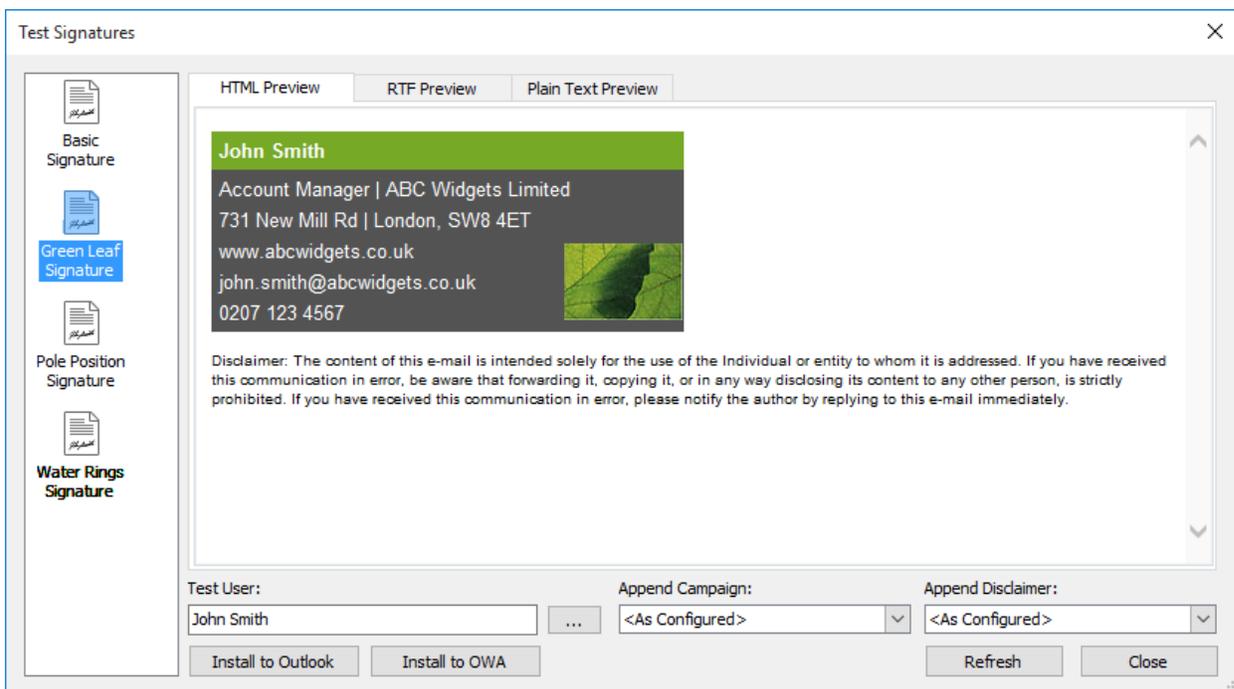
When sending email from OWA and mobile devices, images are always linked.

Microsoft email clients and most other email clients do not support animations.

Please refer to our [Knowledge Base](#) for more information on signature design.

Test Signatures

The Test Signatures dialog is opened by clicking the **Test** button in the **Templates** group in the **Home** ribbon on the [main application window](#):



This dialog allows you to test how your signatures will look when deployed to your users, and can also install the signature preview directly to Outlook, OWA and Office 365.

- To preview a signature, select it from the list on the left side of the dialog (the preview automatically updates when a new signature is selected).
- The preview will be populated using the data source defined for the signature; see [creating and editing signatures](#) for details on how to change the data source.
- The preview will be populated using the data for the selected user. Click the ellipses ("...") button next to **Test User** to select a different user from Active Directory, and then click the **Refresh** button to see how the signature will be generated for that user.
- Alternatively, you can enter the account name for a user in the **Test User** box and click the **Refresh** button; the specified user will be loaded from Active Directory and the signature preview generated. The user can be specified using either the plain account name (e.g. "john.smith"), the DOMAIN\Account format (e.g. "MYDOMAIN\john.smith") or the account@domain format (e.g. "john.smith@mydomain.com").

- By default, the configured campaign(s) will be appended to the signature preview (see [creating and editing campaigns](#) for further details). To see how a specific campaign will look, select it from the **Append Campaign** list and click the **Refresh** button.
- By default, the configured disclaimer(s) will be appended to the signature preview (see [creating and editing disclaimers](#) for further details). To see how a specific disclaimer will look, select it from the **Append Disclaimer** list and click the **Refresh** button.

The current preview (i.e. the exact contents of the previewed signature, as currently displayed in the dialog) can be installed to a number of the supported platforms *for the currently logged on user* to see how it will look.

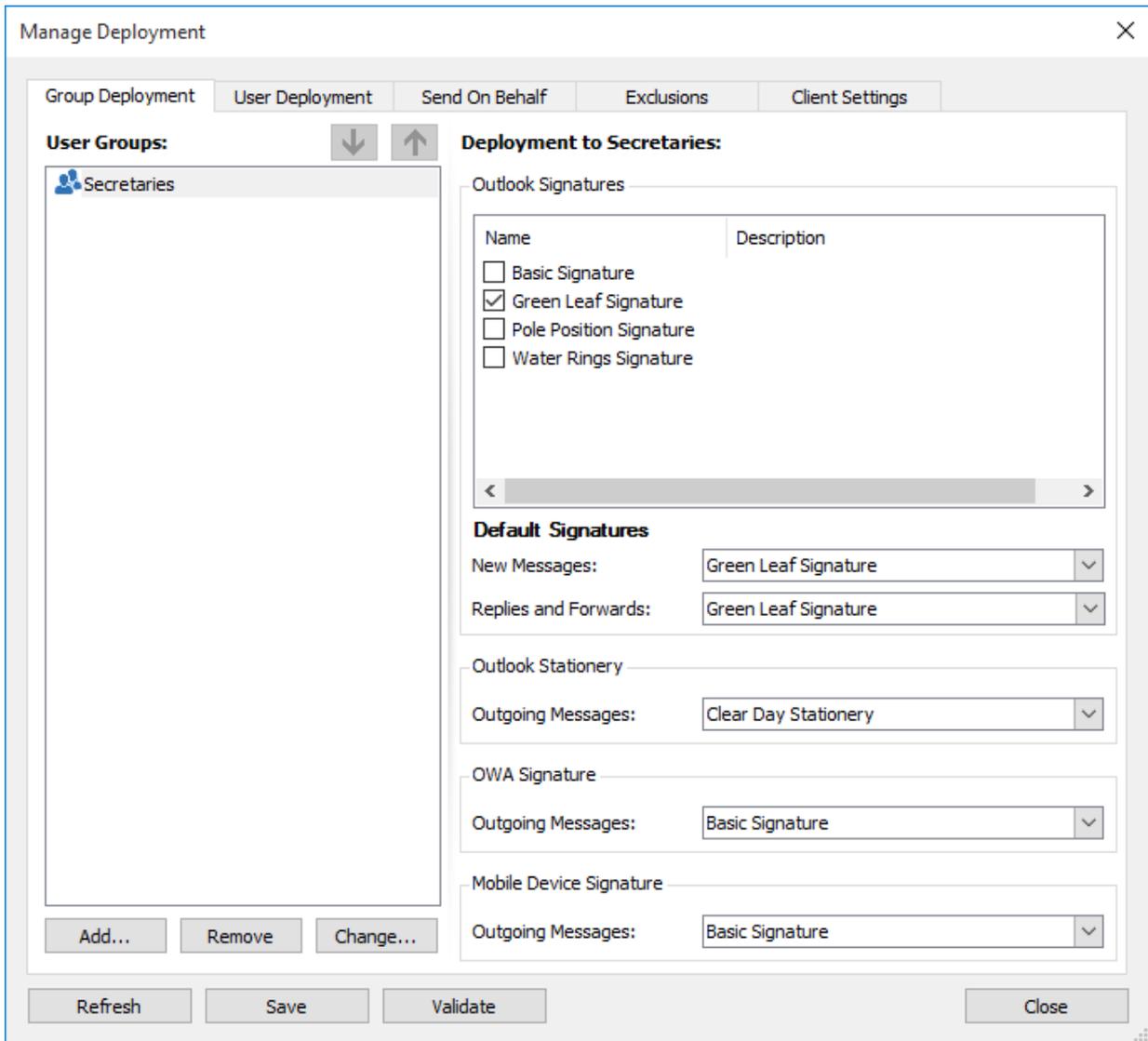
- To install to Outlook, click the **Install to Outlook** button. You will be prompted to confirm this action before the preview is deployed to Outlook as the default signature for new and reply/forwarded emails. Any [client settings](#) defined in the signature will also be applied and the deployment will use the settings configured in the [Deployment Options dialog](#).
- To install to OWA on the local domain, click the **Install to OWA** button. You will be prompted to confirm this action before the preview is deployed as the default OWA signature. The deployment will use the settings configured in the [Environment Configuration dialog](#) and the *currently logged on user* must have a discoverable mailbox for the deployment to succeed.
- To install to Office 365, click the **Install to Office 365** button. You will be prompted to confirm this action before the preview is deployed to Office 365. This option is not available unless deployment to Office 365 has been configured using the Environment Configuration dialog and the *currently logged on user* must have an Office 365 hosted email account for the deployment to succeed.

Note Closing the dialog will not undo any test deployment of the previewed signature.

Once testing has been completed, click the **Close** button to close the dialog.

Manage Deployment

The Manage Deployment dialog is opened by clicking the **Manage Deployment** button in the **Deployment** group in the **Home** ribbon on the [main application window](#).



Deployment of signatures to the users in your organization can be configured either by group membership (i.e. users will receive the signatures for the group to which they belong) or individually (i.e. per-user). The **Group Deployment** page manages the Active Directory groups for which deployment has been configured and the **User Deployment** page manages the individual Active Directory users for which deployment has been configured.

Important If deployment for a user has been specified both by membership of one or more groups, and individually, then the individual deployment settings will take precedence.

Important If deployment for a user has been specified by membership of more than one group, the deployment settings from the first group (of which the user is a member) in the list will take precedence. The groups can be ordered using the up and down arrows to set the desired precedence.

The **Group Deployment** and **User Deployment** pages work in an identical manner:

- The list of objects (i.e. groups or users, as appropriate to the selected page) is displayed on the left of the page; selecting an object will display the deployment settings on the right of the page.
- To refresh the list of objects, click the **Refresh** button.
- To add a new object, click the **Add...** button; you will be presented with a new dialog to select the group or user to be added from Active Directory.
- To remove the selected object, click the **Remove** button.
- To change the selected object whilst preserving the deployment configuration, click the **Change...** button; you will be presented with a new dialog to select the group or user to replace the selected object.
- To ensure that deployment is valid, click the **Validate** button; this will start a process that verifies each group and user can be loaded from Active Directory, and updates them as appropriate. If a certain object cannot be found, the icon for that object is updated to show that it is no longer valid; if this happens, either remove the object or replace it with a new object.

With an object selected, the following options are available to specify how signatures are deployed to that object:

- **Outlook Signatures:** Select the signatures that you wish to be installed to Microsoft Outlook for the group/user. The selected signatures will then be available for the user to choose within Outlook for signing emails.
- **Default Signature - New Messages:** Select the signature that will be set as the default signature for signing new emails. The default can be set to none by selecting "<None>" or it can be left unchanged by selecting "<Do Not Change>".
- **Default Signature - Replies and Forwards:** Select the signature that will be set as the default signature for replying and forwarding emails. The default can be set to none by selecting "<None>" or it can be left unchanged by selecting "<Do Not Change>".
- **Outlook Stationery - Outgoing Messages:** Select the stationery that will be set as the default stationery for outgoing messages. The stationery can be set to none by selecting "<None>" or it can be left unchanged by selecting "<Do Not Change>".
- **OWA Signature - Outgoing Messages:** Select the signature that will be set as the default signature for outgoing messages authored in OWA (Outlook Web Access/Outlook Web App/Outlook on the Web). The signature can be set to none by selecting "<None>" or it can be left unchanged by selecting "<Do Not Change>".
- **Mobile Device Signature - Outgoing Messages:** Select the signature that will be set as the default signature for outgoing messages on mobile devices. The signature can be set to none by selecting "<None>" or it can be left unchanged by selecting "<Do Not Change>".
- When a **Group** is selected, it can be moved up or down using the arrow buttons at the top of the list. The order of the groups controls the precedence that will be used when determining deployment settings based on group membership.

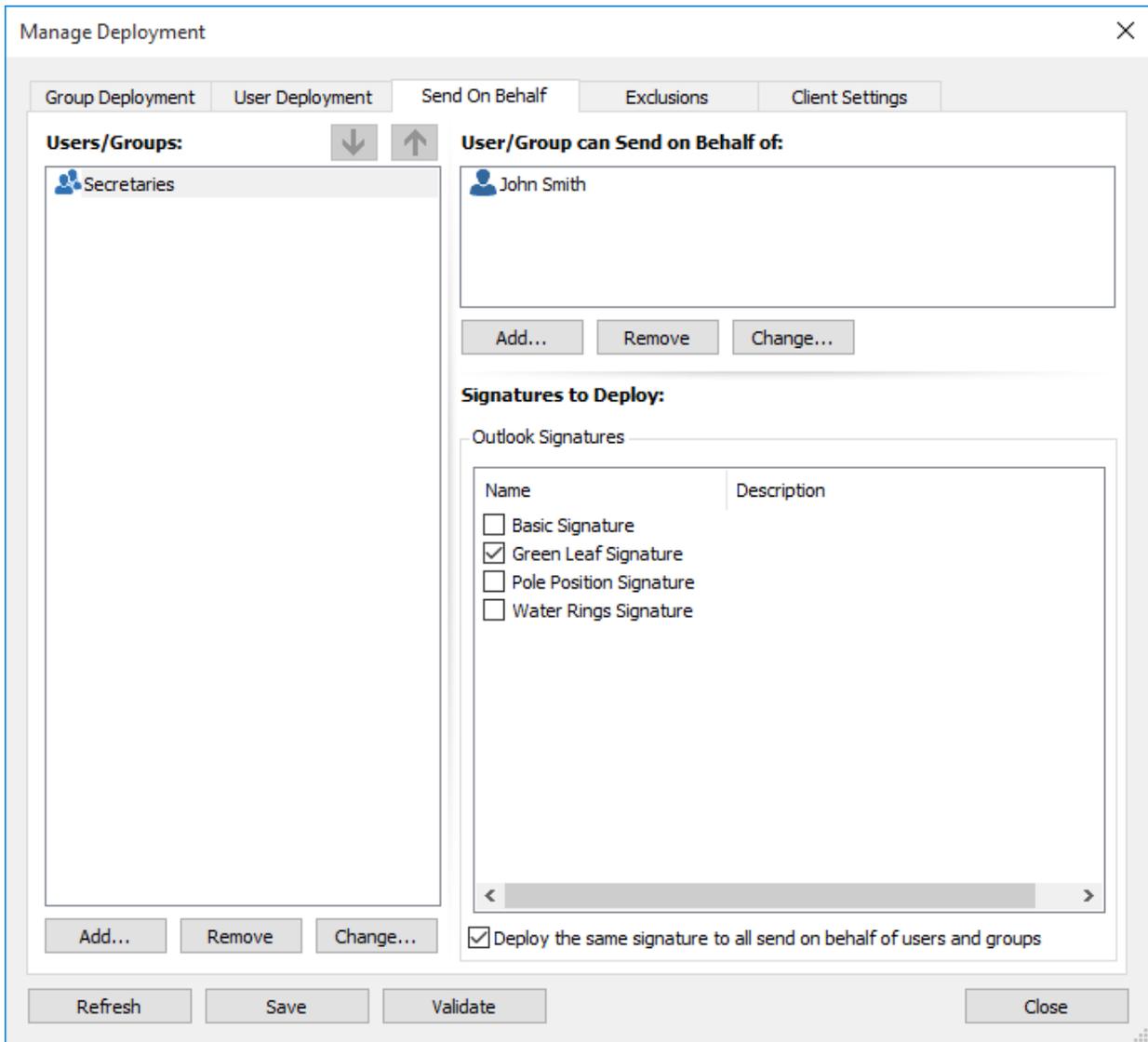
Note: The Mobile Device Signature specifies the signature used by the Transport Agent to inject signatures into emails sent from your users' mobile devices (if you have the [Transport Agent](#) configured).

The **Client Settings** page can be used to configure [global client settings](#).

When the deployment has been configured as required, click the **Save** button to save your changes. Click the **Close** button to close the dialog; if you have made any changes, you will be prompted to save before the dialog is closed.

Send On Behalf

Send On Behalf settings are used to deploy additional Outlook signatures to users who send emails on behalf of other users within your organization:



The users who will receive send on behalf signatures during deployment are shown in the Users/Groups list on the left-hand side of the tab; users can be specified either individually or by group membership. The list can be modified using the buttons beneath it:

- To add a new user or group, click the **Add...** button; you will be presented with a new dialog to select the appropriate object from Active Directory.
- To remove the selected user or group, click the **Remove** button.
- To change the selected user or group whilst preserving the send on behalf configuration, click the **Change...** button; you will be presented with a new dialog to select the replacement object from Active Directory.

- The selected user or group can be moved up or down using the arrow buttons at the top of the list. The order (of the users and groups) controls the precedence that will be used when determining the send-on-behalf signatures received by each user.

The right-hand side of the tab is used to configure the send on behalf signatures that each user and group will receive. The Send on Behalf of list defines the users and groups for which signatures will be deployed to the selected object. The list can be modified using the buttons beneath it:

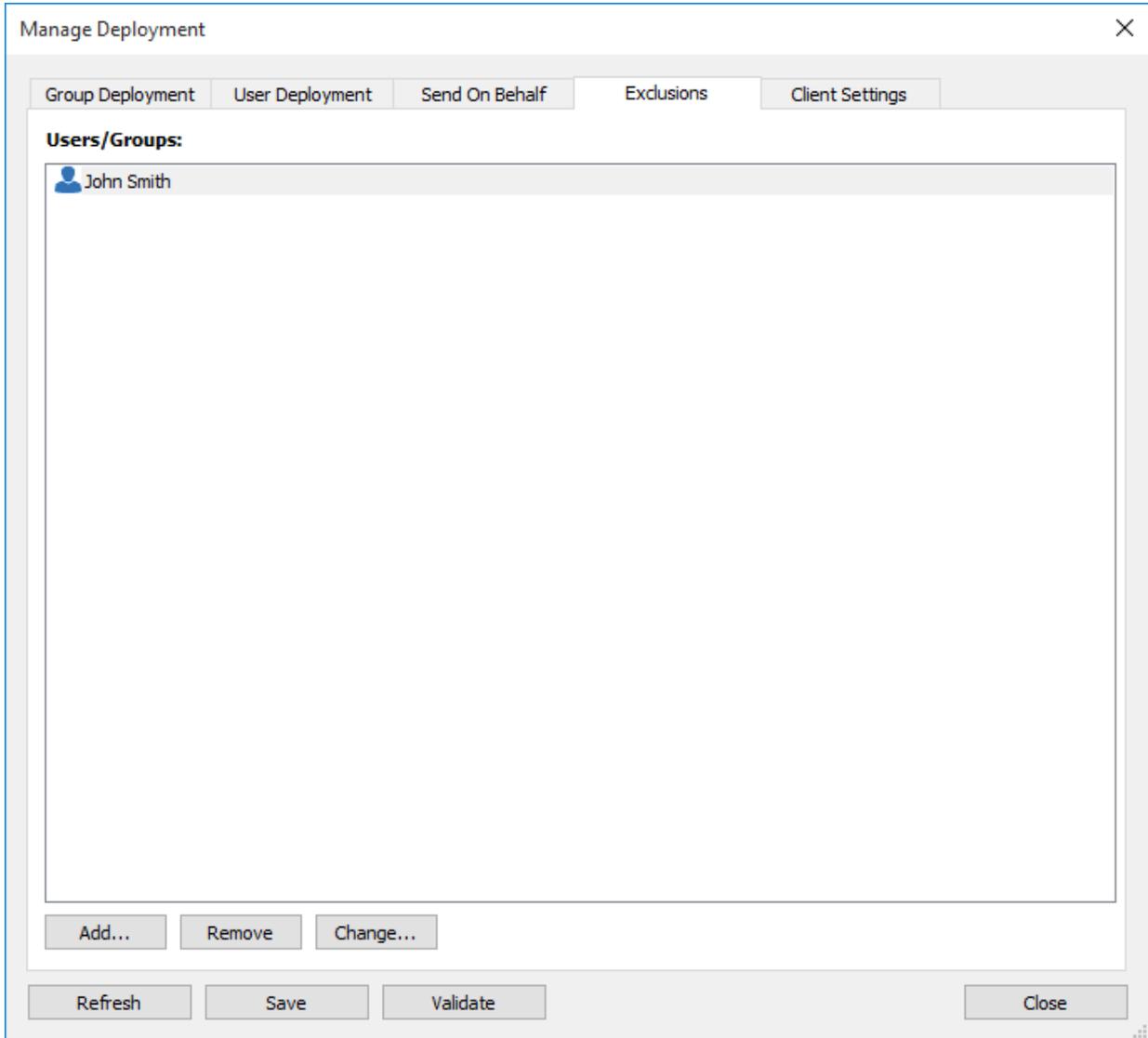
- To add a new send on behalf of user or group, click the **Add...** button; you will be presented with a new dialog to select the appropriate object from Active Directory.
- To remove the selected send on behalf of user or group, click the **Remove** button.
- To change the selected send on behalf of user or group whilst preserving the signature configuration, click the **Change...** button; you will be presented with a new dialog to select the replacement object from Active Directory

The Signatures to Deploy list defines which signatures will be deployed for the selected send on behalf of user or group; simply check each signature that should be deployed. The signatures can be specified either separately for each send on behalf of user and group, or can be specified for *all* of the send on behalf of users and groups (for the user or group selected in the left-hand list) by selecting the **Deploy the same signature to all send on behalf users** option.

For example, the configuration shown above defines that all users in the *Secretaries* group will have the *Green Leaf Signature* deployed with the details for *John Smith*.

Exclusions

Exclusions are used to specify users who should not receive signatures:



When a user is excluded from deployment, the following actions are taken:

- Outlook signatures deployed using Email Signature Manager will be removed.
- OWA signature deployed using Email Signature Manager will be removed.
- Signatures for injection by the Email Signature Manager Transport Agent for Exchange will not be generated.

The Exclusions page works as follows:

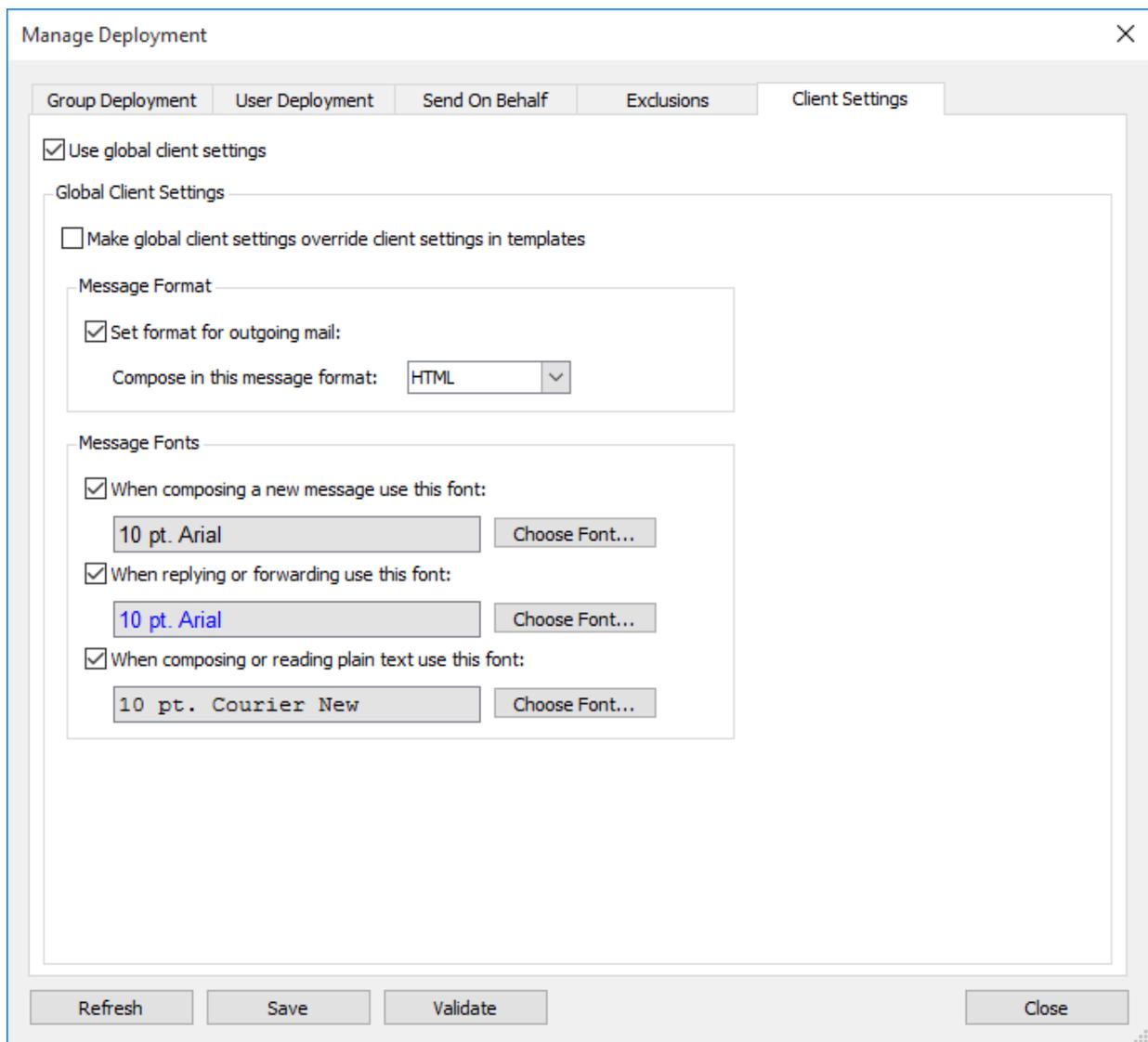
- The list of excluded users and groups is displayed in the main part of the page.
- To refresh the list of excluded users and groups, click the **Refresh** button.

- To add a new user or group, click the **Add...** button; you will be presented with a new dialog to select the group or user to be added from Active Directory.
- To remove the selected user or group, click the **Remove** button.
- To change the selected user or group, click the **Change...** button; you will be presented with a new dialog to select the group or user to replace the selected object.

Excluded users are reported in the [Status Monitor dialog](#).

Global Client Settings

Global client settings are used to configure email preferences for all of the users in your organization when writing emails in Microsoft Outlook:



Select the **Enable global client settings** option to configure the client settings that will be applied to all users when templates are deployed.

If you wish to apply the global settings *ignoring* any settings made in your [templates](#), select the **Make global client settings override client settings in templates** option. When this setting is not selected, any settings found in your templates will be applied, and when no template settings are found, the global settings will be applied.

The following settings can be configured for the message format:

- **Set format for outgoing mail:** Specifies the format to be used for writing outgoing email. This can be either HTML, Rich Text or Plain Text.

The following settings can be configured for the message font:

- **Compose font:** Specifies the font and color that will be used when a user creates a new email.
- **Reply/Forward font:** Specifies the font and color that will be used when a user replies to or forwards an email.
- **Plain Text font:** Specifies the font that will be used to compose emails in plain text format.

The global client settings will be applied to each user when signatures are being deployed to the user.

Status Monitor

The Status Monitor dialog is opened by clicking the **Status Monitor** button in the **Deployment** group in the **Home** ribbon on the [main application window](#):

The Status Monitor dialog displays a table with the following data:

	Name	Email Address	Service Result	Service Date/Time	Agent Result	Agent Date/Time	Agent Version
✓	Elizabeth Gibson	elizabeth.gibson@dm1008.local	OK	24 Nov 2015 22:09:22	OK	24 Nov 2015 22:06:12	v7.0.0.136
○	Jack Wilson	jack.wilson@dm1008.local	Skipped	24 Nov 2015 22:09:22			
▶	John Smith	john.smith@dm1008.local	OK	24 Nov 2015 22:09:22	OK	24 Nov 2015 21:39:49	v7.0.0.136
✓	Keira McDonald	keira.mcdonald@dm1008.local	OK	24 Nov 2015 22:09:22	OK	24 Nov 2015 22:22:00	v7.0.0.136
✓	Nicole Scott	nicole.scott@dm1008.local	OK	24 Nov 2015 22:09:22	OK	24 Nov 2015 22:09:00	v7.0.0.136
⊗	William Jones	william.jones@dm1008.local	Excluded	24 Nov 2015 22:09:22			

Below the table, the **Agent Result** tab is active, showing the following log:

```

The current user is DM1008\john.smith.
The current computer is OF2010W7WS86.

Starting automatic update.

Fetching signatures via Exchange Web Services.

Outlook 2010 v14.0.7155.5000, 32-bit is installed.

The default mail profile is 'Outlook'.

Installing signature 'Green Leaf Signature'.
Installing to Outlook.
Signature successfully installed.

Installing signature 'Pole Position Signature'.
Installing to Outlook.
Signature successfully installed.
    
```

At the bottom of the dialog, it states: **6 user records; 1 excluded, 1 skipped and no errors.** There are buttons for **Refresh**, **Show Excluded use**, **Show Skipped users**, **Update**, and **Close**.

Whenever a user is processed by the Email Signature Manager Service, or signatures are installed by the Email Signature Manager Agent, the results are written to the Status Monitor; this allows deployment to be monitored and verified remotely. The top of the dialog lists all of the users (with their email addresses) that have been processed by the service, together with the Service result and (where applicable) and the Agent result. The result can be one of the following:

- **OK:** Indicates that the Service successfully processed the user or the Agent successfully installed signatures.
- **Error:** Indicates that an error occurred during the processing or installation.
- **Skipped:** Indicates the user was not processed due to their configuration (for example, their account was disabled).
- **Excluded:** Indicates that the user was excluded from deployment (in the [Manage Deployment dialog](#)).
- **License Exceeded:** Indicates that the limit of users licensed has been exceeded.
- **Invalid License:** Indicates that the license for the application is invalid or missing.

Selecting a user from the list will show the detailed logs for that user the last time deployment was performed. There are a number of logs available, depending on your installation:

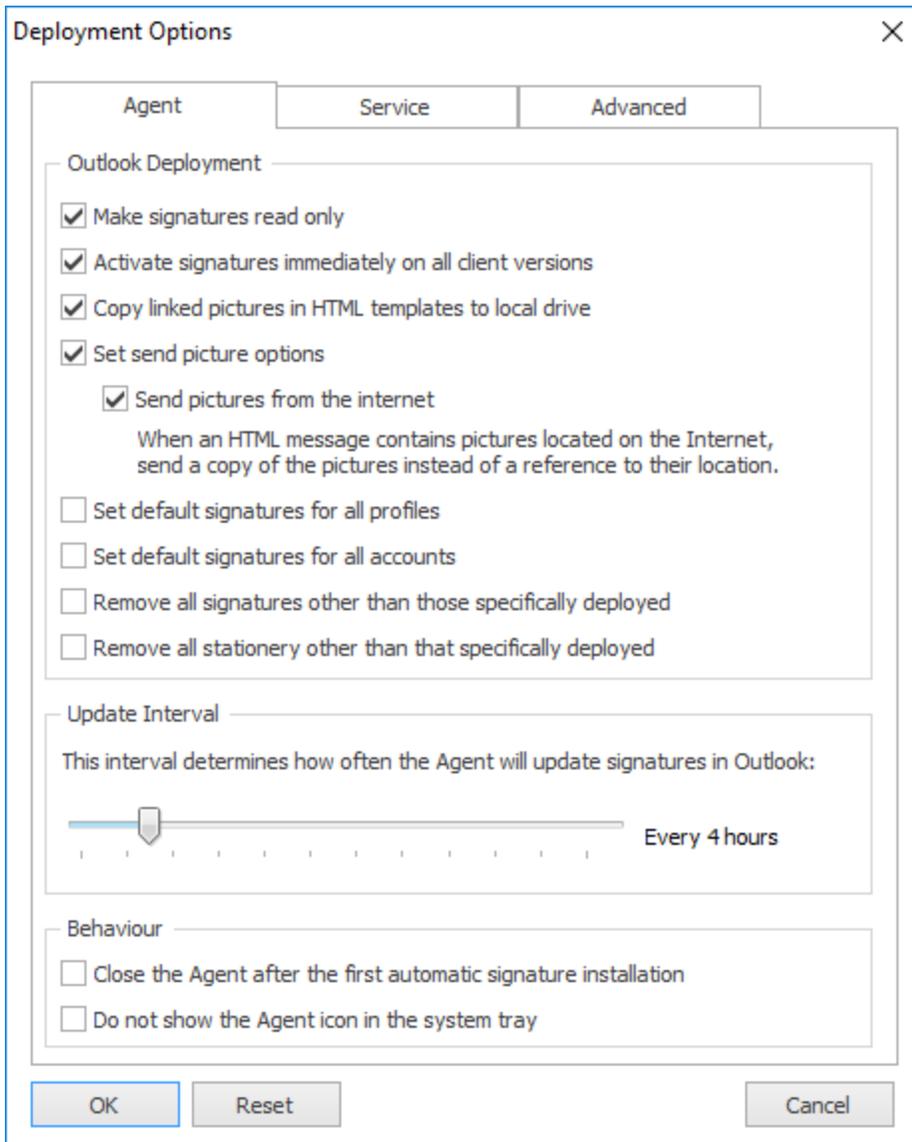
- **Service Result:** This log records the work that has been done processing the user by the Email Signature Manager Service.
- **Agent Result:** This log records the result of installing signatures by the Email Signature Manager Agent.
- **Signature Injection:** This log records the last signature injection performed by the Email Signature Manager Transport Agent. In order to log signature injection, it must be enabled on the [Advanced page](#) of the [Deployment Options dialog](#).

Note For further information about the deployment methods available, please review the chapter on [deployment](#).

To refresh the list of users, click the **Refresh** button. Users who were excluded can be shown or hidden by changing the **Show Excluded users** option. Users who were skipped can be shown or hidden by changing the **Show Skipped users** option as required; after changing these options, click the **Refresh** button to refresh the list of users. To close the dialog, click the **Close** button.

Deployment Options

The Deployment Options dialog is opened by clicking the **Deployment Options** button on the [Configuration page](#) in the Configuration backstage of the [main application window](#).



This dialog is used to configure system-wide settings used when deploying signatures to the users in your organization.

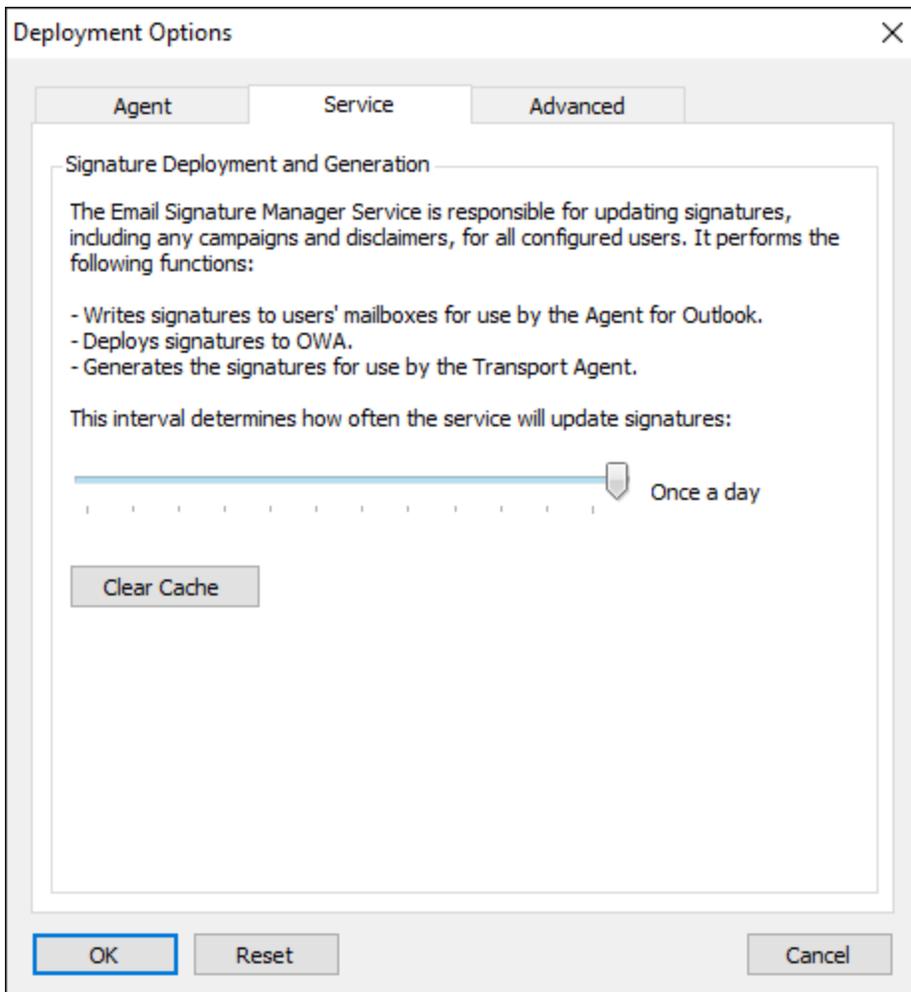
By default, the dialog is opened on the Agent page, which is used to configure the settings specific to deploying signatures to Microsoft Outlook. The following settings can be configured:

Setting	Description
Make signatures read only	<p>Specifies that when the signatures are installed to Microsoft Outlook, they are marked as read-only.</p> <p>Enabling this option will make signatures read-only in the Signatures dialog in Outlook; this means that the actual signatures cannot be changed or removed.</p>
Activate signatures immediately on all client versions	Specifies that when signatures are deployed on a computer where Microsoft Outlook is already running, that the changes made will be activated immediately in Outlook without needing to restart.
Copy linked images in HTML templates to local drive	<p>Specifies that linked images in HTML templates should be copied to the local drive on deployment. For example, if a template references an image on either a network drive (using a UNC path, such as <code>src="\\server\path\image.jpg"</code>) or located on the Internet (such as <code>src="http://www.mywebsite.com/image.jpg"</code>), that the image will be copied to the local drive and the local signature updated accordingly.</p> <p>Enabling this option ensures that images are correctly included when offline and composing email in Microsoft Outlook.</p>
Send pictures options	When checked, will apply the Send pictures from the internet option when signatures are deployed by the Email Signature Manager Agent.
Send pictures from the Internet	When Outlook sends a message, this option determines if pictures located on the Internet are sent as a reference (i.e. the URL for the image is preserved in the email) or embedded as inline images. This option is not configurable in Microsoft Outlook 2007 and later and hence, Email Signature Manager is an ideal way to configure this setting for your users.
Set default signatures for all profiles	Specifies that the default signatures (for new and reply/forward emails) will be set on all mail profiles, not just the default profile.
Set default signatures for all accounts	Specifies that the default signatures (for new and reply/forward emails) will be set on all accounts, not just the default account (the default account in profile is the first Exchange account).
Remove all signatures other than those specifically deployed	Specifies that any signatures not specifically deployed using Email Signature Manager will be deleted; this includes any signatures that the users have defined themselves.
Remove all stationery other than that specifically deployed	Specifies that any stationery not specifically deployed using Email Signature Manager will be deleted; this includes any stationery that the users have defined themselves.
Update Interval	Specifies how often the Email Signature Manager Agent will update signatures in Outlook.
Close the Agent after the first automatic signature installation	Specifies that each time the Agent is executed, it will automatically close once signatures have been updated. This is the behaviour of the deployment tool (<code>sign.exe</code>) from previous versions of Email Signature Manager.
Do not show the Agent icon in the system tray	Specifies that the icon for the Agent is not displayed in the system tray. When this option is enabled, it is not possible for end users to close the Agent without using Windows Task Manager.

When the settings have been configured as required, click the **OK** button save your changes and close the dialog. Alternatively, click the **Reset** button to return all settings to their defaults or click the **Cancel** button to close the dialog without saving any changes.

Service Page

The Service page on the [Deployment Options dialog](#) is used to configure the Email Signature Manager Service:



The following settings can be configured:

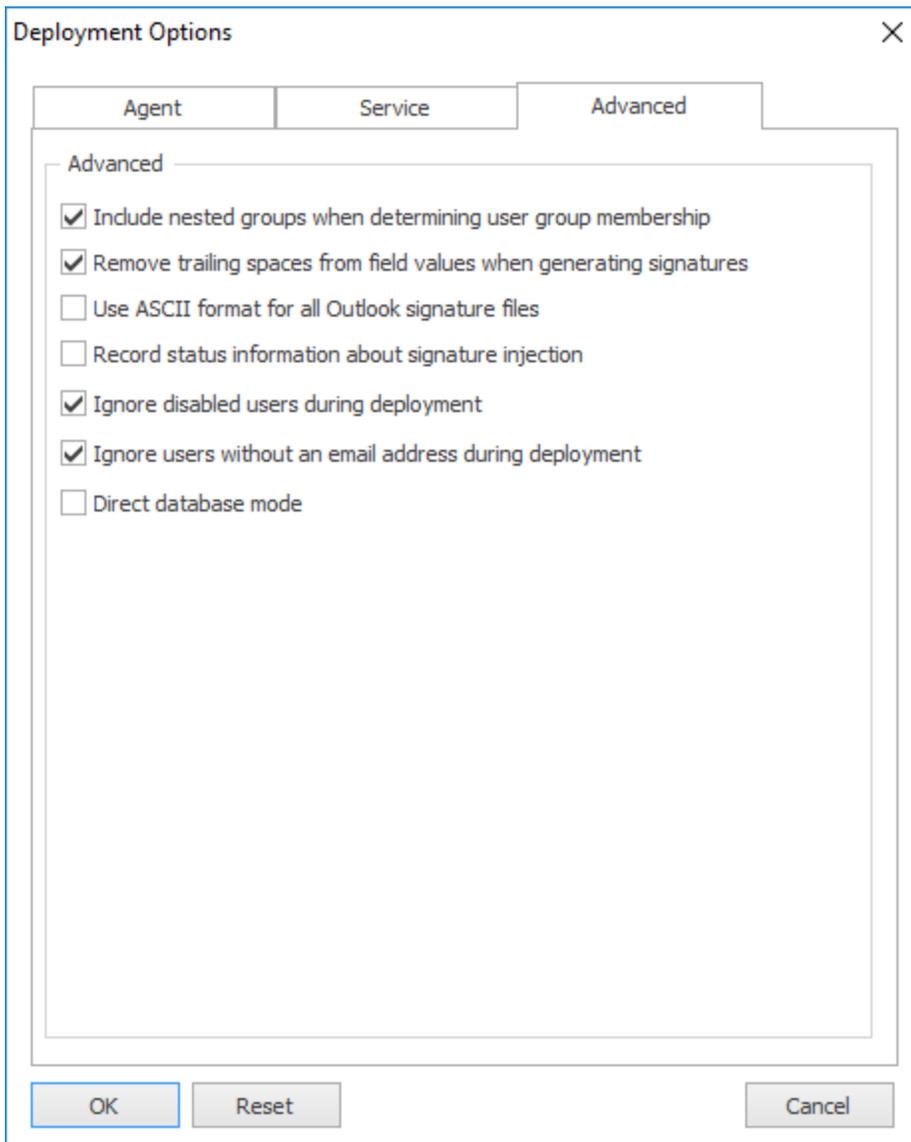
Setting	Description
Interval	Specifies how often the service will update signatures for the users in your organization.

When the Email Signature Manager Service updates user signatures, it uses Exchange Web Services (EWS). For efficiency, the EWS servers located during the Autodiscover process are cached in the

database. In normal circumstances, this cached data will remain valid but if any problems are experienced, the service will automatically clear the cached data and repeat the Autodiscover process. However, in some rare circumstances, it may be necessary to manually clear the cached data for all users to force the Autodiscover process to be repeated and all signature settings to be written to the user mailboxes. To clear the EWS cache, click the **Clear Cache** button. The Service must be stopped in order to clear the cache.

Advanced Page

The Advanced page on the [Deployment Options dialog](#) is used to configure common deployment settings:



The following settings can be configured:

Setting	Description
Include nested groups when determining user group membership	Specifies that nested sub-groups should be included when determining user group membership during deployment of signatures.
Remove trailing spaces from field values when generating signatures	Specifies that trailing spaces should be removed from field values when generating signatures; field values containing only spaces will be trimmed to empty values. For further information, see the chapter on working with fields .
Use ASCII format for all Outlook signature files	Specifies that the Email Signature Manager Agent should write all Outlook signature files in ASCII format, rather than Unicode, when appropriate (this will affect how HTML and plain-text signature files are written). It should not normally be necessary to use this option. If it is enabled, it is important to note that any non-ASCII characters present in the signature will be converted to question marks in the signature file.
Record status information about signature injection	Specifies that additional information is recorded to the Deployment Status log when signatures are injected into emails (by the Email Signature Manager Transport Agent). It is recommended that this option is not enabled unless specific logging information about the Transport Agent is required.
Ignore disabled users during deployment	Specifies that users whose account is disabled are ignored during deployment i.e. there will not be a record for them in the Status Monitor dialog.
Ignore users without an email address during deployment	Specifies that users who do not have an email address are ignored during deployment i.e. there will not be a record for them in the Status Monitor dialog.
Direct database mode	Enables direct database mode. For further information, see the chapter on direct database mode .

Save Database Connection Settings

This topic only applies when you use Email Signature Manager in [direct database mode](#).

When using Email Signature Manager in [direct database mode](#), the **Email Signature Manager Agent** connects directly to the database.

The Save Database Connection Settings dialog is used to save a configuration file that configures the Agent to connect directly to the database as well as the credentials to use. The database must be a SQL Server database. The dialog is opened by clicking the **Save Configuration File** button on the **Advanced** page of the [Deployment Options](#) dialog.

Save Database Connection Settings

Please select how you wish the users in your organization to connect to the database:

Using Specific SQL Credentials (Recommended)
The users will connect using the following SQL credentials:

User:

Password:

Using Integrated Security
The users will connect automatically using their Windows credentials.

Using the current settings (Not Recommended)
The users will connect using the current settings being used by this application.

When saving the configuration file, you need to decide how the Agent will connect to the database and then select the appropriate option:

- **Using Specific SQL Credentials:** This is the recommended option. To use SQL Credentials, create a new SQL login following the instructions in [this topic](#), and then enter the user name and password for that login. To verify you have entered the correct credentials, click the **Test Connection** button. Using this approach will mean that all instances of the Agent (whether on- or off-premises) will connect with the same login.
- **Using Integrated Security:** This approach can be used when all users logon to your Active Directory domain. You will need to create a SQL Login for the appropriate domain users and/or groups. The basic principle of how to do this is outlined in [this topic](#), which describes how to create a login for use by a domain user when running the main application in Manager Only mode.
- **Using the current settings:** This approach is not recommended, because it will mean that the Agent will connect with the same login as the main application and that login will have been granted ownership rights on the Email Signature Manager database. However, this does provide a quick way to get the Agent working in direct database mode.

Once the appropriate option has been selected, click the **Save** button to save the configuration file; the file **must** be named `agent.ini` and should be saved in one of the following locations:

- If you are using GPO to deploy the Agent, save the file in the same folder as the MSI package; when it is installed, the package will automatically copy the file.
- If you are using a shared folder, save the file in the shared folder next to the `SignAgent.exe` executable.

Once the file has been saved, the dialog will be closed. To close the dialog without saving the file, click

the **Cancel** button.

Settings Database

The Settings Database dialog is opened by clicking the **Settings Database** button on the [Database page](#) in the Configuration backstage of the [main application window](#).

The Settings Database dialog is used to connect the application to the database storing your templates and deployment configuration. When the dialog is first opened, the settings for connecting to the current database are displayed. If required, select the type of the database in the **Type** drop-down and then configure the following settings:

- **Server:** When connecting to Microsoft SQL Server, enter the name of the server where the database is located, or select from the drop-down list of available servers.
- **Database:** Specifies the actual database for the settings database:
 - When connecting to the Built-in Database, this will be fixed to the location of the database.
 - When connecting to a Microsoft SQL Server database, enter the name of the database or select it by clicking the ellipses ("...") button.
- **User:** When connecting to Microsoft SQL Server, enter the name of the dedicated login to connect to the database.
- **Password:** When connecting to Microsoft SQL Server, enter the password for the dedicated login to connect to the database.

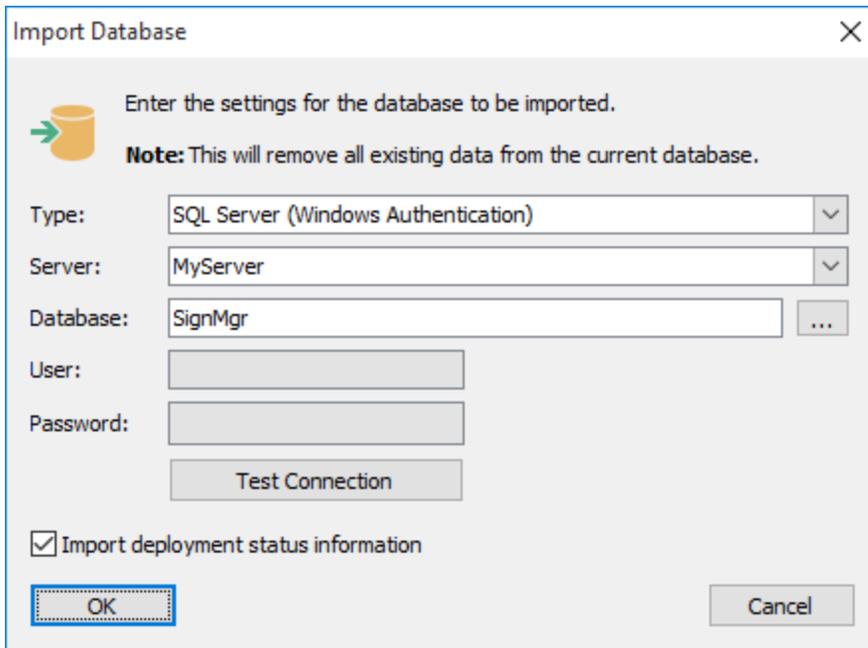
To verify that you have entered the details of the database correctly, click the **Test Connection** button. This will open a connection to the database using the settings specified and read the current version, with the result being displayed in a message box. The **Repair & Compact** button is available with the Built-in Database to reclaim unused allocated space.

When the configuration for connecting to the new settings database has been completed, click the **OK** button. The current database (if there is one open) will be closed and the specified database opened. To close the dialog without making any changes, click the **Cancel** button.

Note The current settings database is displayed in the status bar at the bottom of the main application window.

Import Database

The Import Database dialog is opened by clicking the **Import Database** button on the [Database page](#) in the Configuration backstage of the [main application window](#):



Importing an existing database is normally used as part of migrating from using the Built-in Database included with Email Signature Manager to using Microsoft SQL Server. Full details about how to configure a SQL Server database for use with Email Signature Manager can be found in a [separate chapter](#).

Important All existing data in the current database will be deleted during the import process. It is therefore important that you verify that you are connected to the correct target database before performing the import. You can verify the current database by opening the [Settings Database dialog](#).

Select the type of the source database in the **Type** drop-down and then configure the following settings:

- **Server:** When connecting to Microsoft SQL Server, enter the name of the server where the database is located, or select from the drop-down list of available servers.
- **Database:** Specifies the actual database from which the data will be imported:
 - When connecting to a Microsoft Access database, enter the full path to the database or select it by clicking the ellipses ("...") button.
 - When connecting to a Microsoft SQL Server database, enter the name of the database or select it by clicking the ellipses ("...") button.
- **User:** When connecting to Microsoft SQL Server using SQL Security, enter the login to connect to the server.

- **Password:** When connecting to either a password-protected Microsoft Access database or Microsoft SQL Server using SQL Security, enter the password.

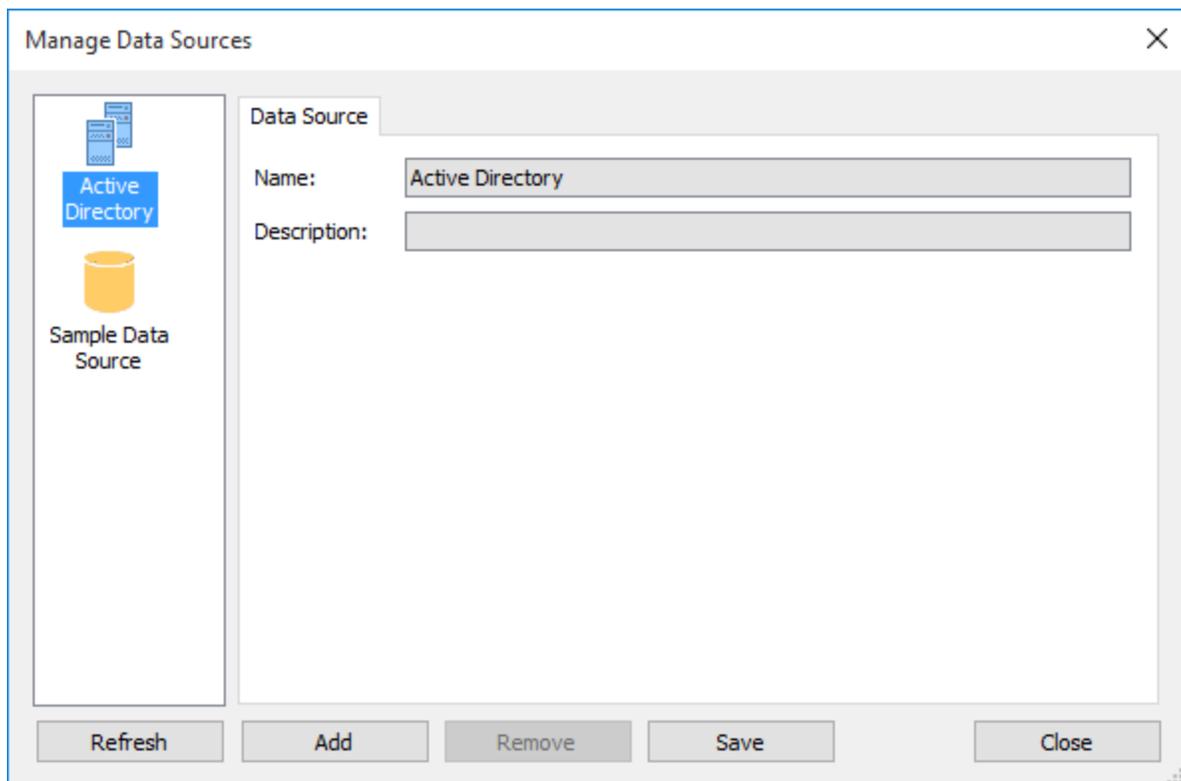
Note The Built-in Database that is included with Email Signature Manager is in Microsoft Access format and can be found in the **Program Data** folder; the default location is `C:\ProgramData\Symprex\Symprex.EmailSignatureManager.Database.mdb`.

To verify that you have entered the details of the source database correctly, click the **Test Connection** button; this will open a connection to the database using the settings specified and read the current version, with the result being displayed in a message box.

When the configuration for connecting to the source database has been completed, click the **OK** button. You will be prompted to confirm the import before the process is started. To close the dialog without importing any data, click the **Cancel** button.

Manage Data Sources

The Manage Data Sources dialog is opened by clicking the **Data Sources** button on the [Configuration page](#) in the Configuration backstage of the [main application window](#).



A data source is used to supply information when a signature is being deployed to a user; specifically, it is used to fetch the data used to populate the [fields](#) in the signature. The default data source available for all signatures is Active Directory, where the fields in the signatures are mapped to properties on the user's Active Directory object. However, it is possible to populate signatures using the data held in a custom

database; this is a custom data source.

The current data sources defined in the database are displayed in a list on the left of the dialog. Selecting any data source will display the details of that data source in the main part of the window. All data sources have the following common properties:

- **Name:** Specifies the unique name of the data source (mandatory).
- **Description:** An optional property describing the data source.
- **Data Source Page:** Specifies how to connect to the source database.
- **Data Query Page:** Specifies the SQL query to select data from the source database.
- **Data Mappings Page:** Specifies the mappings between the database and template fields.

The list of data sources can be refreshed by clicking the **Refresh** button. To create a new data source, click the **Add** button or to remove the current data source, click the **Remove** button. When the data sources have been configured as required, click the **Save** button to save your changes. Click the **Close** button to close the dialog; if you have made any changes, you will be prompted to save before the dialog is closed.

More detailed information about working with custom data sources can be found in the [Configure a Custom Data Source](#) chapter.

Configure a Custom Data Source

This topic explains how to create or edit a custom data source for use with your templates.

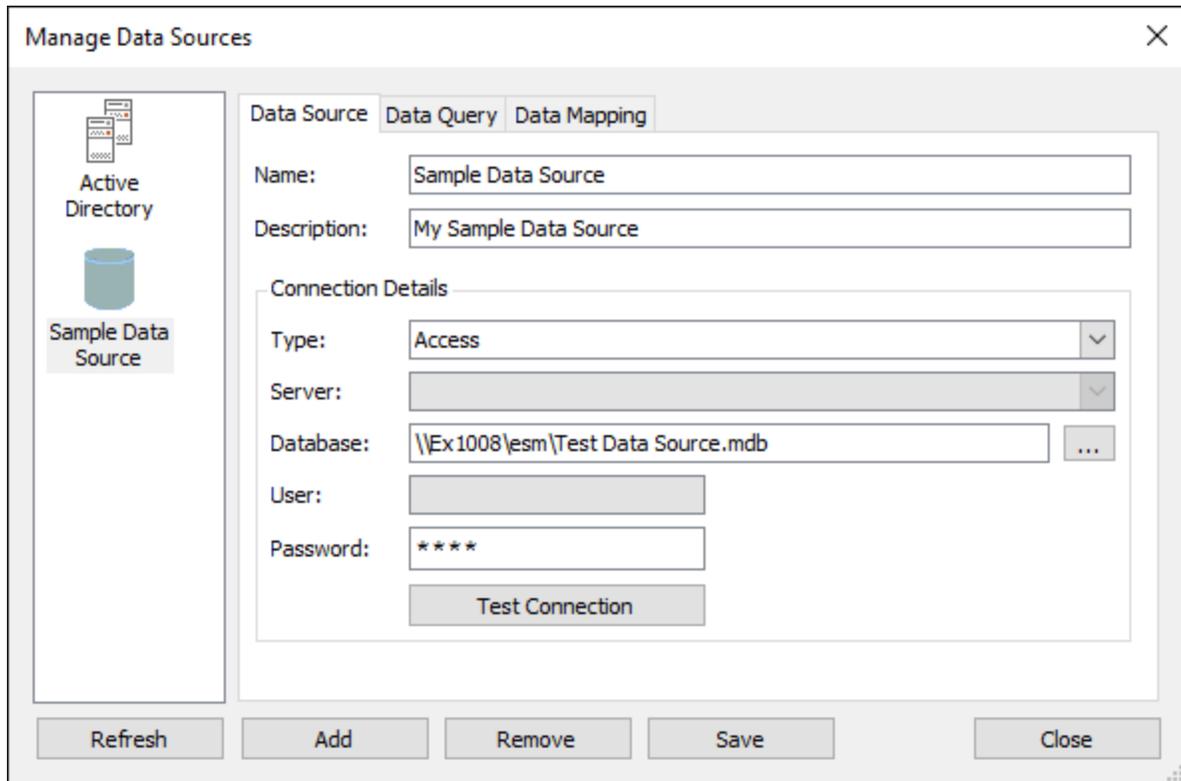
Create the Data Source

Custom data sources are managed using the [Manage Data Sources dialog](#).

- To create a new data source, click the **Add** button on the dialog.
- To edit an existing data source, select it from the list on the left side of the dialog.

Configure the Data Source

The first part of the configuration is to specify the database from which the user data will be fetched using the **Data Source** page:



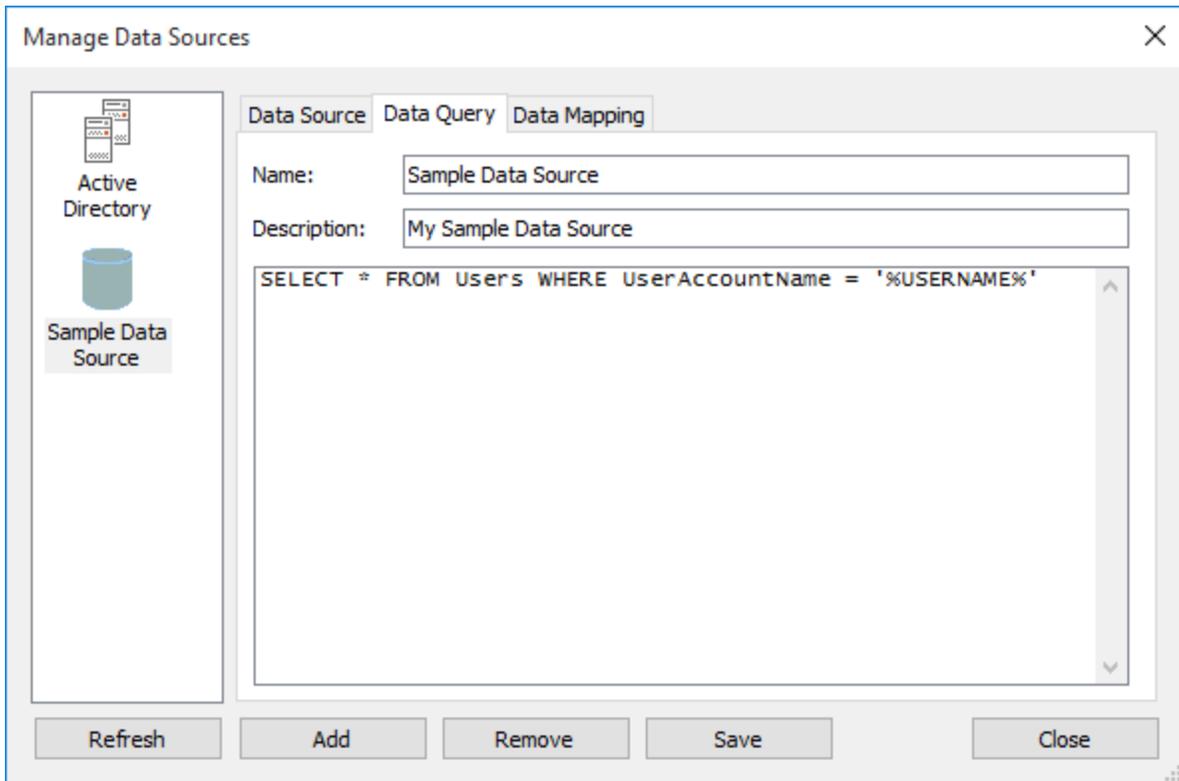
Select the type of the source database in the **Type** drop-down and then configure the following settings:

- **Server:** When connecting to Microsoft SQL Server, enter the name of the server where the database is located, or select from the drop-down list of available servers.
- **Database:** Specifies the actual database from which the data will be imported:
 - When connecting to a Microsoft Access database, enter the full path to the database or select it by clicking the ellipses ("...") button.
 - When connecting to a Microsoft SQL Server database, enter the name of the database or select it by clicking the ellipses ("...") button.
- **User:** When connecting to Microsoft SQL Server using SQL Security, enter the login to connect to the server.
- **Password:** When connecting to either a password-protected Microsoft Access database or Microsoft SQL Server using SQL Security, enter the password.

To verify that you have entered the details of the database correctly, click the **Test Connection** button; this will open a connection to the database using settings specified (although no data will be read at this point).

Specify the Data Query

The second part of the configuration is to specify the query that will be used to fetch the user data from the database using the **Data Query** page:



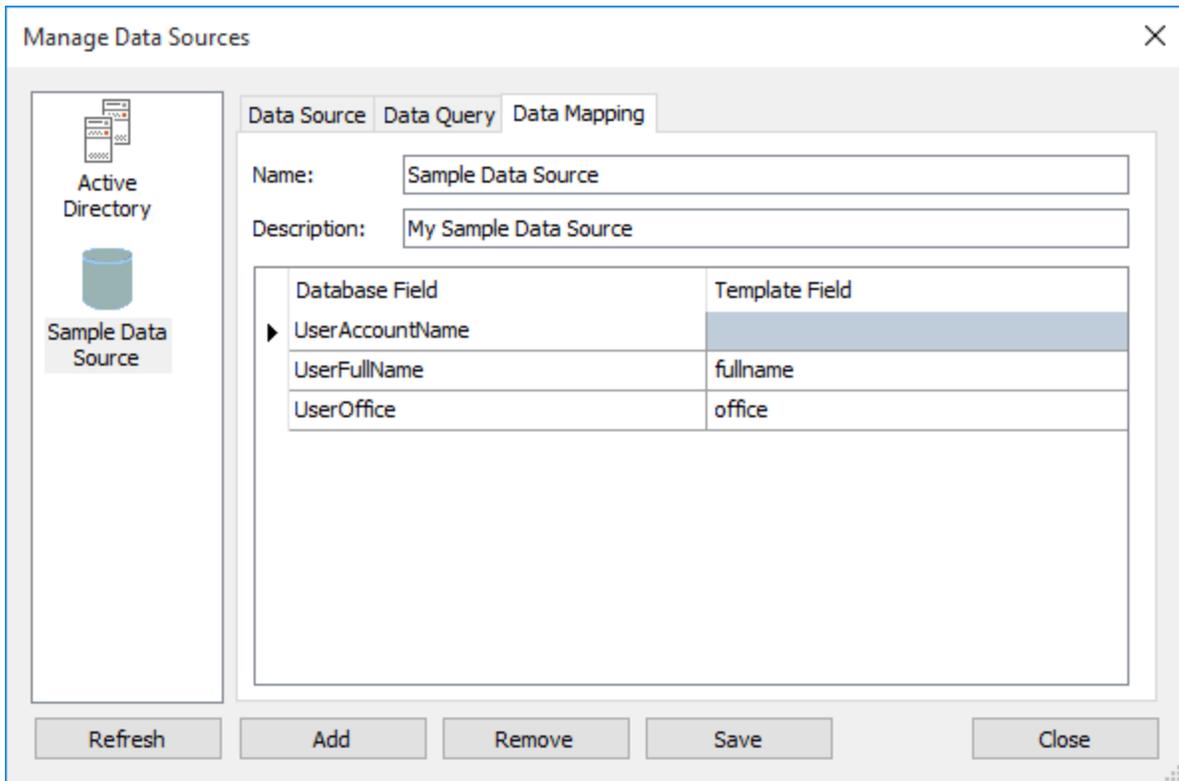
The query needs to be specified such that it will return a single row of data for the user to which a signature is being deployed. To accomplish this, the `WHERE` clause of the query can be customised using the following tokens:

Field Name	Description
%USEREMAIL%	This token is replaced by the user's Active Directory email address.
%USERNAME%	This token is replaced by the user's Active Directory account name.
%USERDOMAIN%	This token is replaced by the NETBIOS name for the user's domain.
%USERDNSDOMAIN%	This token is replaced by the full DNS name for the user's domain.

Generally speaking, the source table for the query should contain a primary key that can be mapped to one (or more) of these tokens. In the example above, the `UserAccountName` field in the database is the primary key field in the table and is used to match against the user's Active Directory account name.

Specify the Data Query

The third part of the configuration is to specify the mappings between the fields returned by the query and the fields in the signature using the **Data Mapping** page:



When the *Data Mapping* page is selected, a connection to the database specified on the *Data Source* page will be established and the query specified on the *Data Query* page will be executed to determine the fields available; these fields are displayed in the **Database Field** column of the grid. For each database field that should be mapped, select the field in the **Template Field** of the grid.

In the example above:

- The `UserFullName` database field has been mapped to the `fullname` template field; when the signature is deployed, any instances of the `{fullname}` field will be replaced by the value of the `UserFullName` field from the database.
- The `UserOffice` database field has been mapped to the `office` template field; when the signature is deployed, any instances of the `{office}` field will be replaced by the value of the `UserOffice` field from the database.

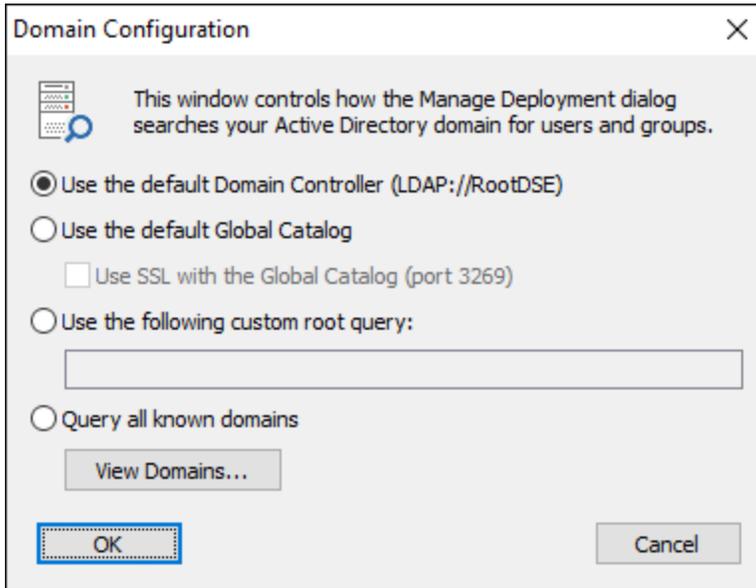
Configuration Completed

The configuration of the data source is now completed; click the **Save** button to save the changes. You can now [select the data source](#) as the source for any signature and verify that it is fetching the correct data for any user by using the [Test Signatures dialog](#).

Note If the query fails to return a record when the signature is generated, the signature will be populated using the data from Active Directory.

Domain Configuration

The Domain Configuration dialog is opened by clicking the **Domain Configuration** button on the [Configuration page](#) in the Configuration backstage of the [main application window](#):



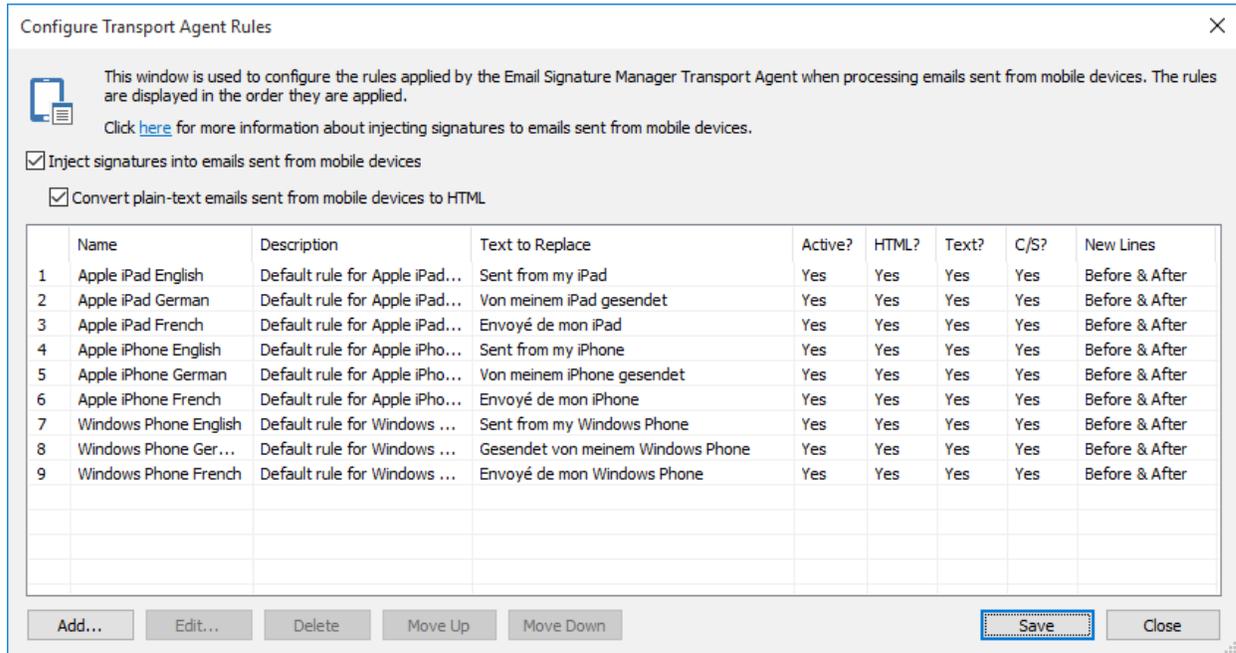
This dialog configures how the [Manage Deployment dialog](#) will search your Active Directory domain for users and groups:

- **Use the default Domain Controller:** This is the default option and will use an LDAP query to find the users and groups in just your local domain.
- **Use the default Global Catalog:** This option will query the Global Catalog server for your local domain, and will find users and groups from all domains that replicate to the Global Catalog. If necessary, select the **Use SSL with the the Global Catalog** option to make the query use secured communications on port 3269 of your Global Catalog server.
- **Use the following custom root query:** This option allows you to provide a custom query to find users and groups from any domain or domain controller for which you have trust relationship (for example, "LDAP://DC=mydomain,DC=com").
- **Query all known domains:** This option will attempt to locate users and groups in all domains known to the current domain. The list of domains is determined by examining the current forest and any trust relationships that exist. To see the list of known domains that will be searched when this option is selected, click the **View Domains...** button.

When the configuration for the domain has been completed, click the **OK** button. Alternatively, click the **Cancel** button to close the dialog without saving any changes.

Transport Agent Rules

The Configure Transport Agent Rules dialog is opened by clicking the **Transport Agent Rules** button on the [Configuration page](#) in the Configuration backstage of the [main application window](#):



Selecting the **Inject signatures into emails sent from mobile devices** option will make the [Email Signature Manager Transport Agent](#) inject the specified signature for each user into emails sent from mobile devices within your organization. The signature is specified using the Mobile Device Signature setting on the [Manage Deployment dialog](#) and is generated by the Email Signature Manager Service.

By default, the Apple iPhone and Apple iPad send new emails in plain-text format, unless some formatting is applied (such as marking some text as bold). Selecting the **Convert plain-text emails sent from mobile devices to HTML** option will cause the Email Signature Manager Transport Agent to convert plain-text emails into HTML format and inject the HTML signature.

Note When a plain-text email is converted to HTML, the rules applicable to HTML format emails will be applied, not those applicable to only plain-text emails. Further, an email is only converted if a plain-text rule matches.

The main part of the dialog displays a grid showing all of the defined rules for use by the Email Signature Manager Transport Agent, in the order in which they are applied. The following actions can be performed:

- To create a new rule, click the **Add...** button, which opens the [Manage Transport Agent Rule dialog](#).
- To edit an existing rule, select it in the grid and click the **Edit...** button, which opens the [Manage Transport Agent Rule dialog](#).
- To delete an existing rule, select it in the grid and click the **Delete** button; you will be prompted to confirm this action before the rule is deleted.
- To move a rule higher in the list (so it is applied earlier), select it in the grid and click the **Move Up**

button.

- To move a rule lower in the list (so it is applied later), select it in the grid and click the **Move Down** button.

When the rules have been configured as required, click the **Save** button to save your changes. Click the **Close** button to close the dialog; if you have made any changes, you will be prompted to save before the dialog is closed.

Applying Rules to Messages

When the Transport Agent processes an email, the following steps occur:

- The Transport Agent processes the rules in the order in which they are defined.
- Each rule is only applied if (a) it is active, and (b) the email is in a format supported by the rule.
- If the rule is to be applied, the email is parsed for the first instance of the **Text to Replace**; this will take into consideration the settings for detecting new lines before and/or after the text, as well as separators between emails in reply/forward emails. When found, the generated mobile device signature is used to replace the text and hence, the signature is injected into the email.
- If a rule results in a signature being injected, then no further rules are evaluated.

Note It is not always possible to correctly identify the separator between emails. This is particularly relevant on the Apple iPhone and Apple iPad, which do not insert identifiable characters to separate emails.

For more information about the Email Signature Manager Transport Agent, please refer to [this topic](#).

Manage Transport Agent Rule

The Manage Transport Agent Rules dialog is used to create or modify a Transport Agent Rule. It is opened using either the **Add...** or **Edit...** button on the [Transport Agent Rules dialog](#).

Edit Transport Agent Rule [X]

Name:

Description:

Text to Replace:

Rule is active

Apply rule to HTML messages

Apply rule to plain text messages

Rule is case sensitive

Check there is a new line before the matched text

Check there is a new line after the matched text

Each Transport Agent Rule has the following properties that can be modified:

Name	Description
Name	The name of the rule.
Description	A description of the rule.
Text to Replace	The text in the email to be replaced by the signature.
Rule is active	Specifies if the rule is active; only active rules are applied when processing emails.
Apply rule to HTML messages	Specifies if the rule is applied to emails formatted in HTML.
Apply rule to plain text messages	Specifies if the rule is applied to plain text emails.
Rule is case sensitive	Specifies that the match on Text to Replace is case sensitive.
Check if there is a new line before the matched text	Specifies that new line must be present before the Text to Replace for it to be considered a match; if no new line is found then the text will not be replaced.
Check if there is a new line after the matched text	Specifies that new line must be present after the Text to Replace for it to be considered a match; if no new line is found then the text will not be replaced.

Once the rule has been configured, click the **OK** button to apply the changes and close the dialog, or click the **Close** button to close the dialog without saving changes.

Deployment of signatures to your users occurs as follows:

- Signatures are updated in Outlook by the **Email Signature Manager Agent**.
- Signatures are deployed to OWA by the **Email Signature Manager Service**.
- Signatures are injected into emails sent from mobile devices by the **Email Signature Manager Transport Agent**.

The service is also responsible for:

- Writing Outlook signatures and settings to mailboxes for use by the Email Signature Manager Agent.
- Generating signatures into the database for use by the Email Signature Manager Transport Agent.

The service is an integral part of Email Signature Manager and is installed with the Full Installation of the product.

Having completed [installation](#) or [upgrade](#), the following additional tasks need to be completed:

- The [Email Signature Manager Agent](#) needs to be deployed to your users.
- If you are using On-Premises Exchange Server or Hosted Exchange, the [Email Signature Manager Transport Agent](#) needs to be installed.

Important The Email Signature Manager Transport Agent is not available for Office 365 and some Hosted Exchange providers may not support it.

Using the Email Signature Manager Agent

Signatures are updated in Outlook by the **Email Signature Manager Agent**. The Agent works by reading the signature settings written to the user's mailbox by the Email Signature Manager Service. This means that the Agent does not require any form of direct connection to the database. The Agent uses Autodiscover to find the server hosting the user's mailbox from their email address, which is determined from their Outlook profile. The Autodiscover process will work both when the user is logged on to the domain and when working remotely (so long as an Internet connection is available). Once signatures have been updated in Outlook, a deployment log is written back to the user's mailbox, which is subsequently read by the Email Signature Manager Service and made available in the Status Monitor dialog.

The interval at which the Agent checks for new signatures can be controlled through the Agent tab on the [Deployment Options dialog](#).

Starting the Agent on End Users' Computers

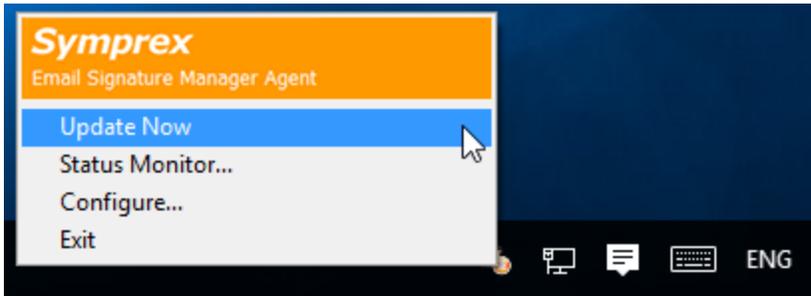
There are three ways in which the Agent can be started on your end users' computers:

- Started at logon [using a script](#).
- Installed via [Group Policy](#).
- Installed via [ClickOnce technology](#).

When the Agent is running an icon appears in the Windows system tray:



The Agent menu is available by right-clicking the Agent icon in the Windows system tray:

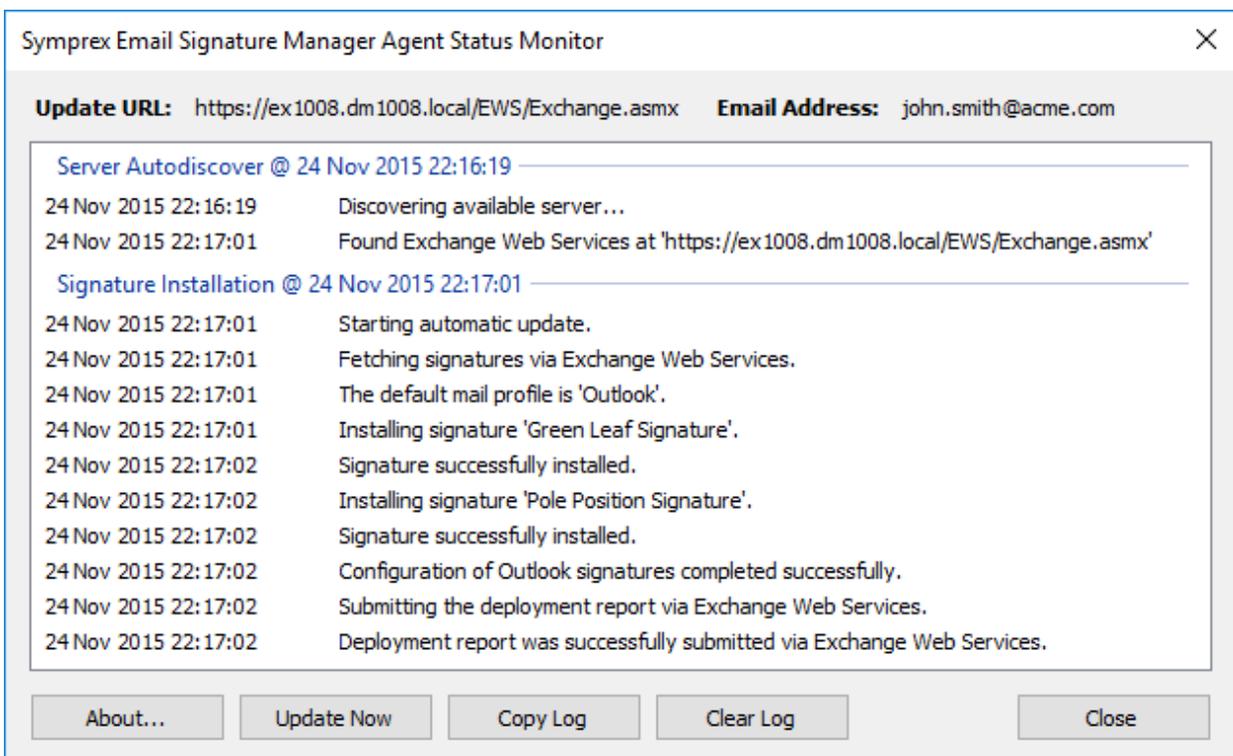


Using Update Now

In the Windows system tray, right-click the Agent icon and select **Update Now** to update Outlook signatures.

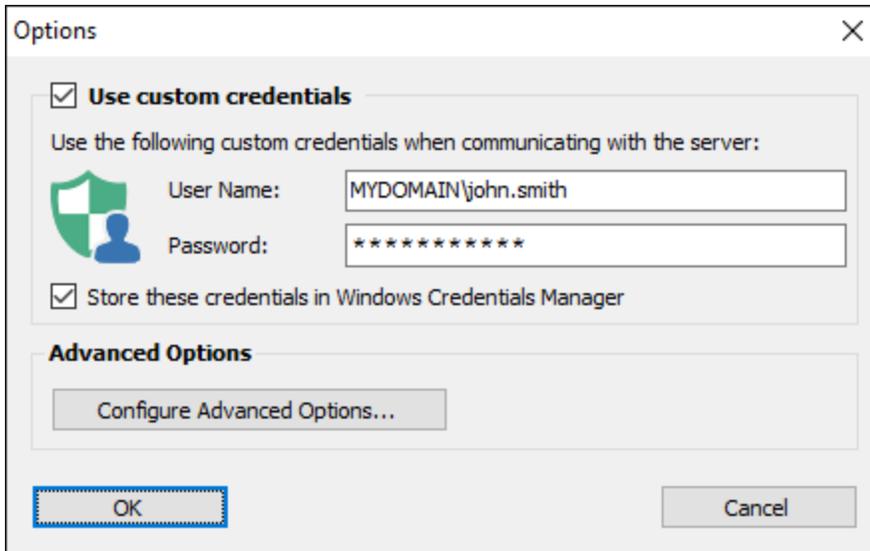
Opening Agent Status Monitor

In the Windows system tray, right-click the Agent icon and select **Status Monitor...** to open the Status Monitor dialog:



Configuring Agent Options

In the Windows system tray, right-click the Agent icon and select **Configure...** to open the Options dialog:



How the Agent Determines the Email Address

Before the Agent can Autodiscover the server, it has to determine the email address for the user. This is normally done automatically by examining the user's Outlook profiles. This is a two stage process. First, the appropriate profile must be determined. Second, the appropriate account within that profile determined.

The Agent will determine the profile to use as follows:

- If there is only one profile, that profile is used, or
- If there are multiple profiles, the default profile is used when the **Always use this profile** option is selected, or
- If there are multiple profiles and the **Prompt for a profile to be used** option is selected, an error will be reported.

Once a profile has been determined, the account used is always the first Exchange account within that profile, as it is assumed that this is the user's principal email account. If there is no Exchange account, an error will be reported.

If necessary, the Agent can be configured to use a specific email address as follows:

1. In the Windows system tray, right-click the Agent icon and select **Configure....**
2. In the **Options** dialog, click **Configure Advanced Options....**
3. In the **Advanced Options** dialog, check the **Use the following email address** option and enter the appropriate email address.
4. Click the **OK** button to close the Advanced Options dialog, and again to close the **Options** dialog.

How the Agent Determines Credentials

Once an email address has been determined, the Agent will need to Autodiscover the server that is hosting the mailbox for that address. Once the server has been discovered, the Agent will use Exchange Web Services (EWS) to read the signature settings from the user's mailbox and then, following updating Outlook signatures, write the deployment log to the user's mailbox. In order to use Autodiscover and EWS, the Agent needs suitable credentials.

The Agent will determine the credentials to use in this order:

1. Custom credentials entered by the user.
2. Credentials stored by Outlook in Windows Credentials Manager.
3. User's current Windows logon credentials using Windows Authentication.

If necessary, the Agent can be configured to use custom credentials as follows:

1. In the Windows system tray, right-click the Agent icon and select **Configure...**
2. On the **Options** dialog, check the **Use custom credentials** option and enter the appropriate **User Name** and **Password**.
3. To persist the credentials to Windows Credential Manager, check the **Store these credentials in Windows Credentials Manager** option.
4. Click the **OK** button to close the **Options** dialog.

Autodiscover Options

In some cases, it may be necessary to point the Agent either directly to an Autodiscover service or directly to Exchange Web Services. This can be accomplished as follows:

1. In the Windows system tray, right-click the Agent icon and select **Configure...**
2. On the **Options** dialog, click **Configure Advanced Options...**
3. On the **Advanced Options** dialog, select one of the following options:
 - To use a specific Autodiscover service, select the **Use the following autodiscover URL** option and enter the URL (in the format `https://<server>/Autodiscover/Autodiscover.xml`).
 - To use Exchange Web Services directly, select the **Use the service at the following URL** option and enter the URL (in the format `https://<server>/ews/exchange.asmx`).
4. Click the **OK** button to close the **Advanced Options** dialog, and again to close the **Options** dialog.

Running the Agent from a Logon Script

The **Email Signature Manager Agent** can be run without the need for installation by using your domain logon script. This is accomplished by placing the Agent executable within a shared network folder and updating your logon script to execute it.

Create the Shared Folder

To create the shared folder, use the following steps:

1. On your chosen server, create a new directory.
2. On this new directory, assign the **Domain Users** group the following permissions:
 - Read & Execute
 - List Folder Contents
 - Read
3. Share the folder using a suitable name. It is recommended to hide the share by appending the share name with the dollar (\$) character.
4. On the new share, assign the **Domain Users** group the following permissions:
 - Read

Run the Agent from a Logon Script

To run the Agent from a logon script, use the following steps:

1. Download the **Email Signature Manager Agent** executable (`SignAgent.exe`) from the [Symprex website](#) and copy it to the shared folder.
2. Modify the script executed by your domain users at logon to execute the Agent; this will be in the form: `\\server\share\SignAgent.exe`

Installing the Agent using Group Policy

Installing the **Email Signature Manager Agent** via Group Policy, using the MSI package, removes the need to start the Agent from a logon script.

- [Installing the Agent using Group Policy Per User](#)
- [Installing the Agent using Group Policy Per Computer](#)

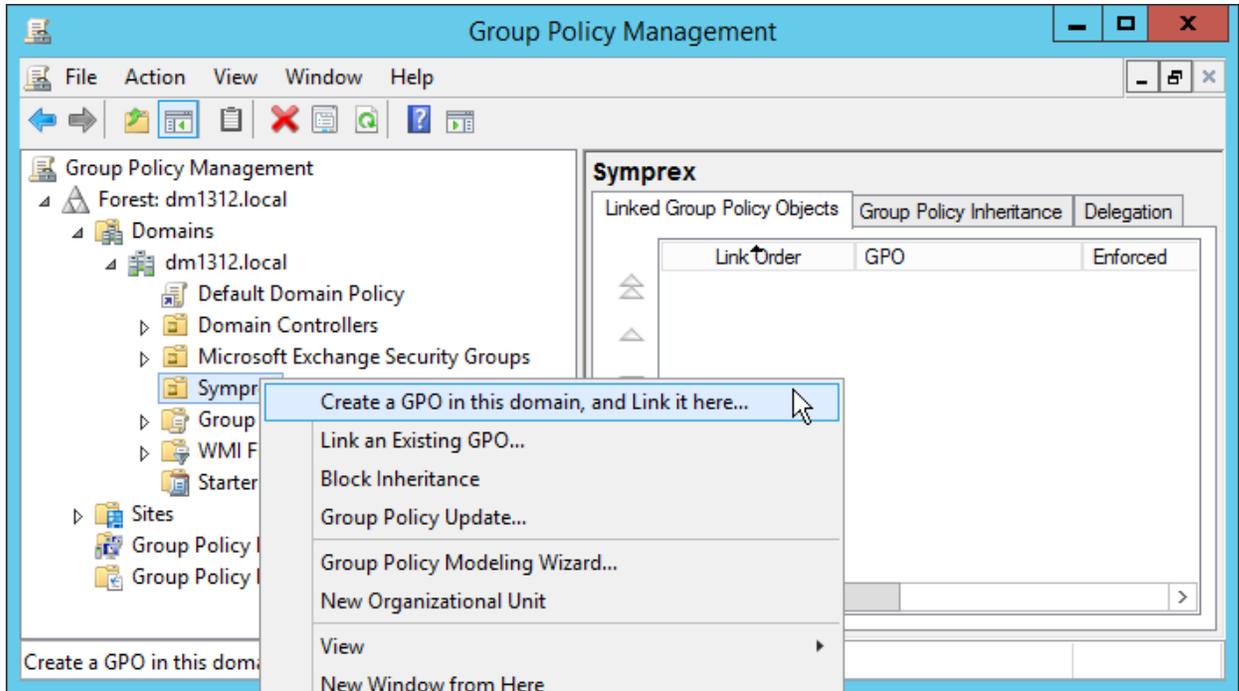
Note The MSI package does *not* require administrative privileges to be installed on a per-user basis and also supports manual installation by domain users.

Installing the Agent using Group Policy Per User

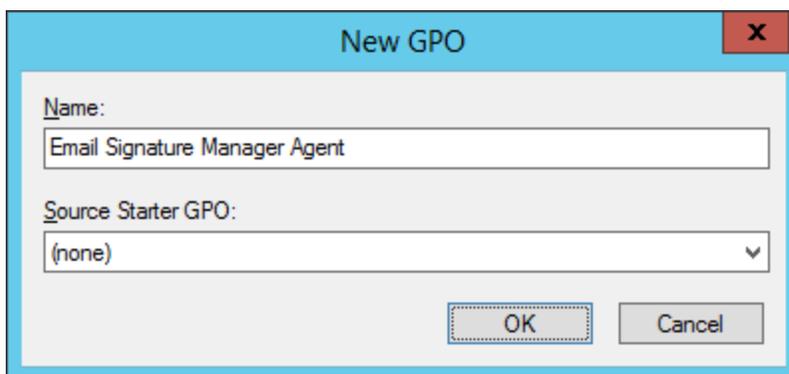
The following guidelines demonstrate a simple method to create a suitable Group Policy Object (GPO) to install the Agent on a per-user basis on Windows Server 2012 R2 (the steps are the same for previous versions of Windows Server):

1. Download the **Email Signature Manager Agent** MSI package from the [Symprex website](#) and copy it to a shared location to which your domain users have access. To function correctly, the following permissions must be set:
 - On the share itself, ensure that the generic group **Everyone** has **Read** permissions.
 - On the folder containing the MSI package, ensure that the built-in group **Domain Users** has **Read** permissions.

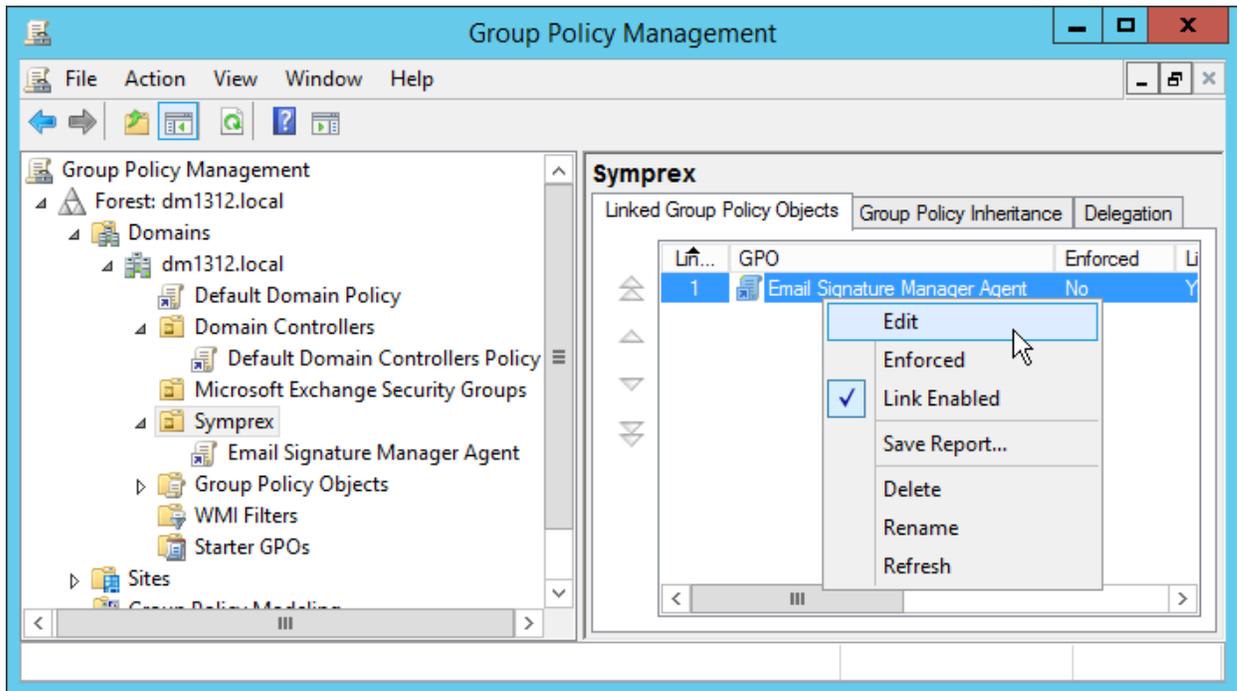
2. On a domain controller, start **Group Policy Management** from **Control Panel > Administrative Tools**.
3. Within your domain, choose the Organization Unit (OU) that contains the users for which you wish to install the Agent. Alternatively, you can install to the entire domain but this will include *all* users (e.g. the built-in administrator account), which may not be appropriate. Right-click the chosen OU and select **Create a GPO in this domain, and Link it here....**



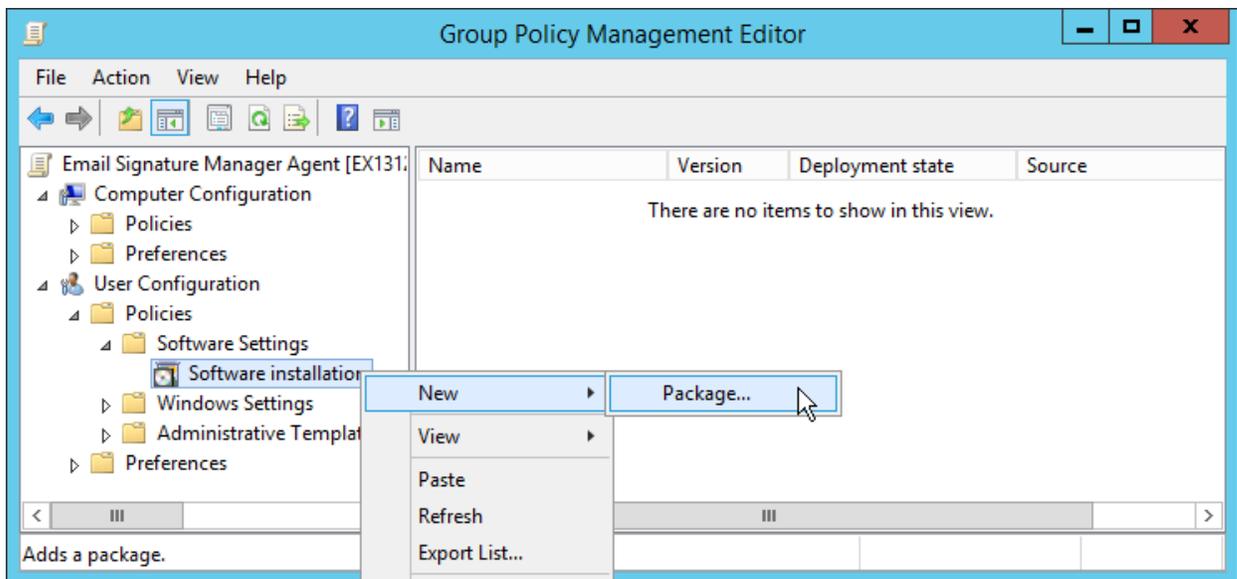
4. In the **New GPO** dialog, enter the name of the new Group Policy Object (for example, "Email Signature Manager Agent") and click the **OK** button.



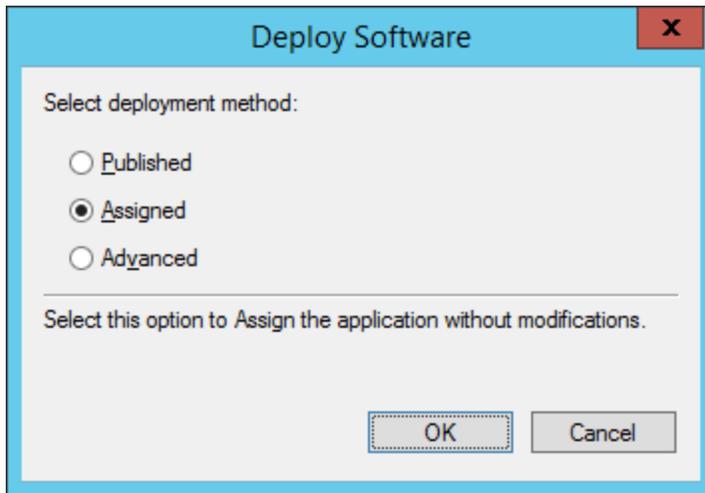
5. The new Group Policy Object (GPO) should now appear in your chosen OU. Right-click it and select **Edit**:



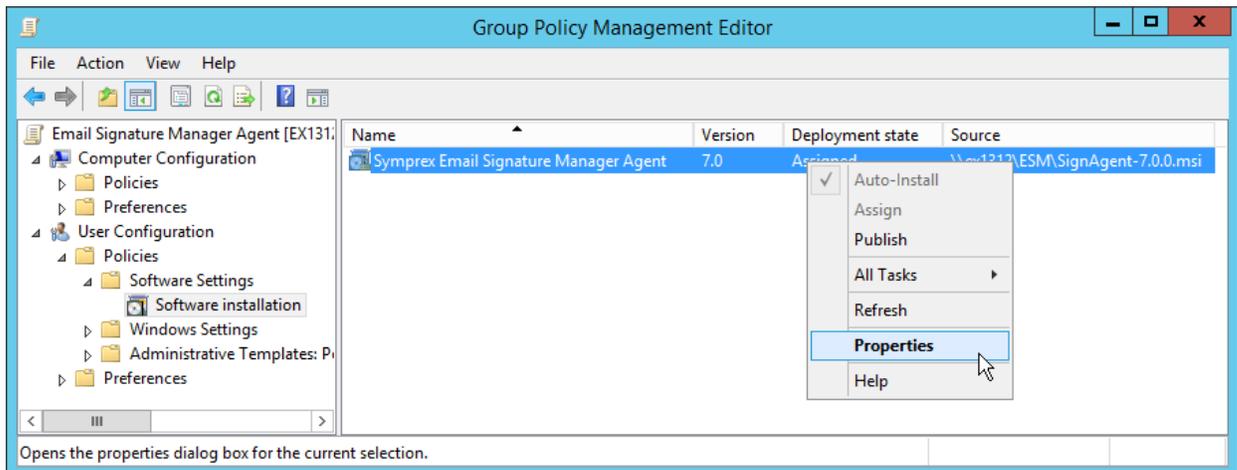
6. In the **Group Policy Management Editor**, expand **User Configuration > Policies > Software Settings**, right-click Software installation and select **New > Package...**:



7. Browse to and select the MSI package for the Agent. In the Deploy Software dialog, select **Assigned** and click the **OK** button:

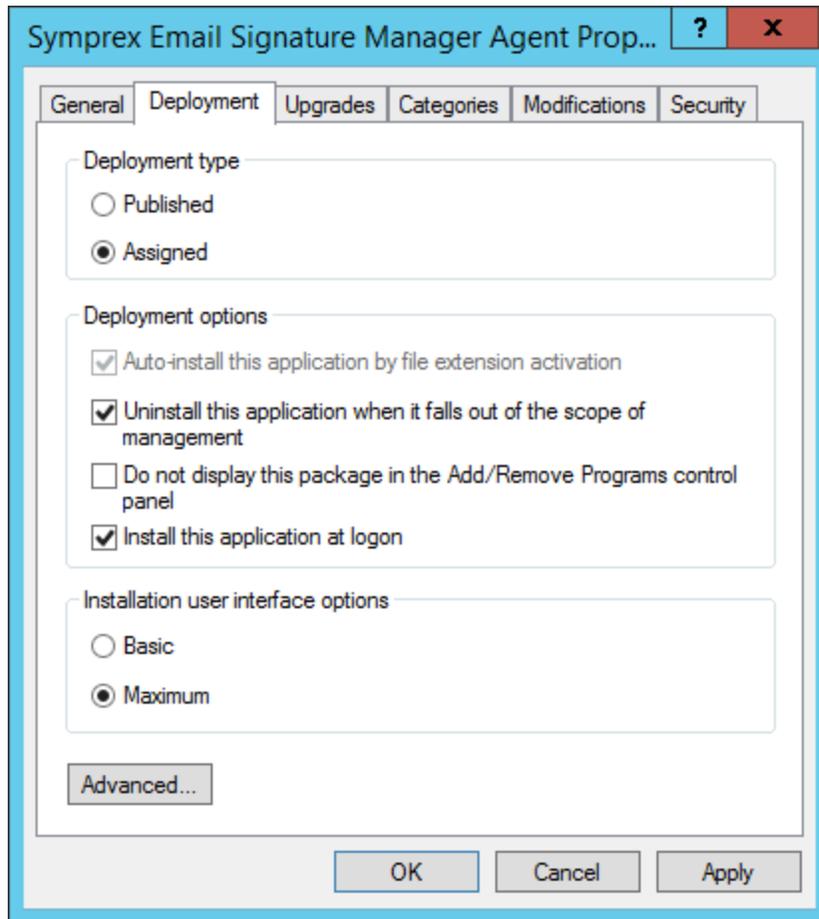


8. Right-click the new **Email Signature Manager Agent** package and select **Properties**:



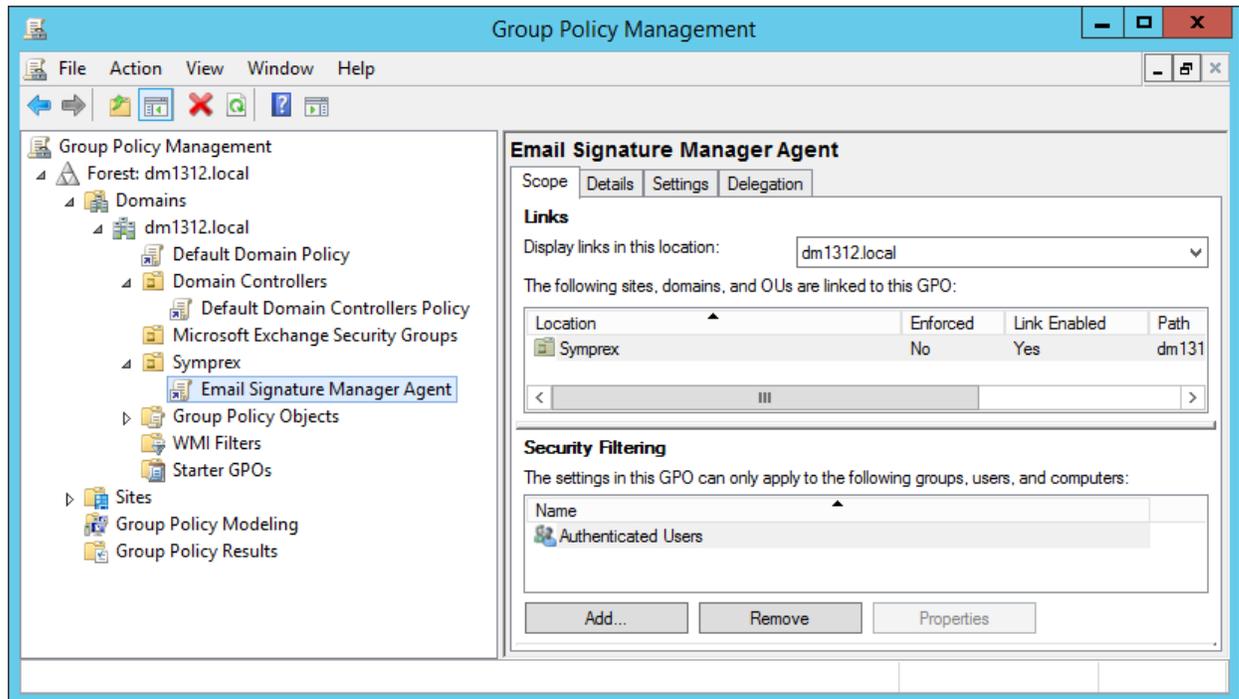
9. On the **Properties** dialog, select the **Deployment** tab and check the following options:

- ➔ Uninstall this application when it falls of the of he scope of management
- ➔ Install this application at logon



Click the **OK** button to save the changes.

10. Close **Group Policy Management Editor** to return to **Group Policy Management**, and select the Agent GPO in the OU. By default, the **Authenticated Users** group will have been added under **Security Filtering**:

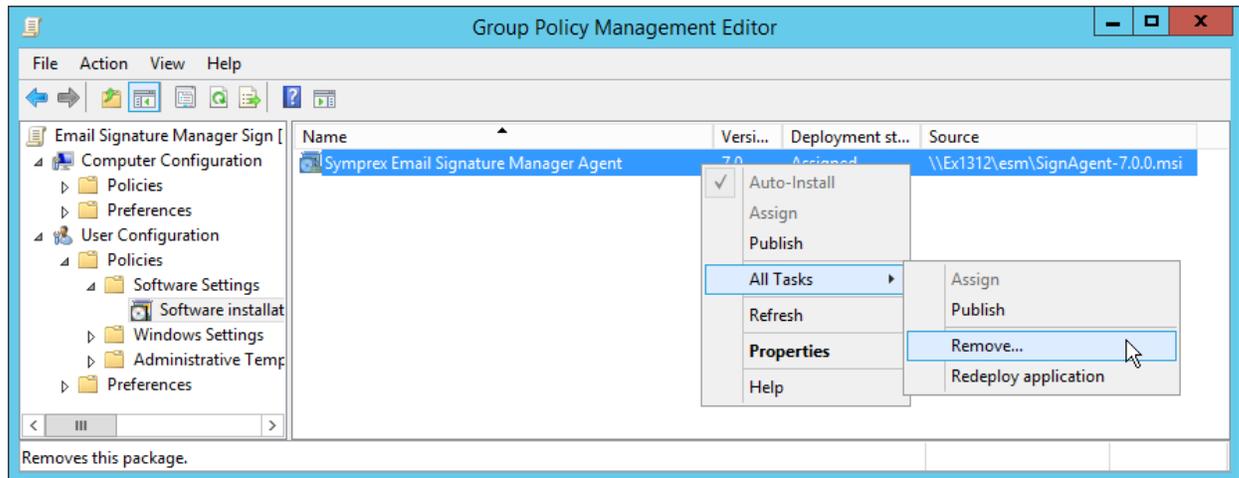


This is suitable for per-user installations based on membership of the selected Organization Unit. The users and groups to which the Agent is installed can be further refined by adding to the filtering list.

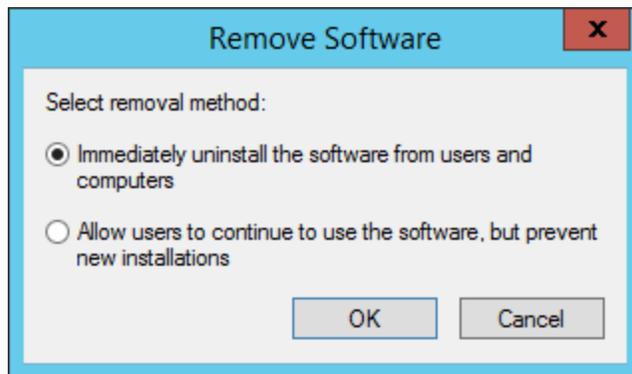
Upgrading when Using Group Policy

The simplest way to upgrade the Agent when using Group Policy is as follows:

1. Open **Group Policy Management** and in the **Group Policy Objects** node, edit the GPO that installs the Agent.
2. In the **Group Policy Management Editor**, expand **User Configuration > Policies > Software Settings**.
3. Right-click the package that installs the previous version and select **All Tasks > Remove....**



4. In the **Remove Software** dialog, ensure the **Immediately uninstall the software from users and computers** option is selected, and click the **OK** button.



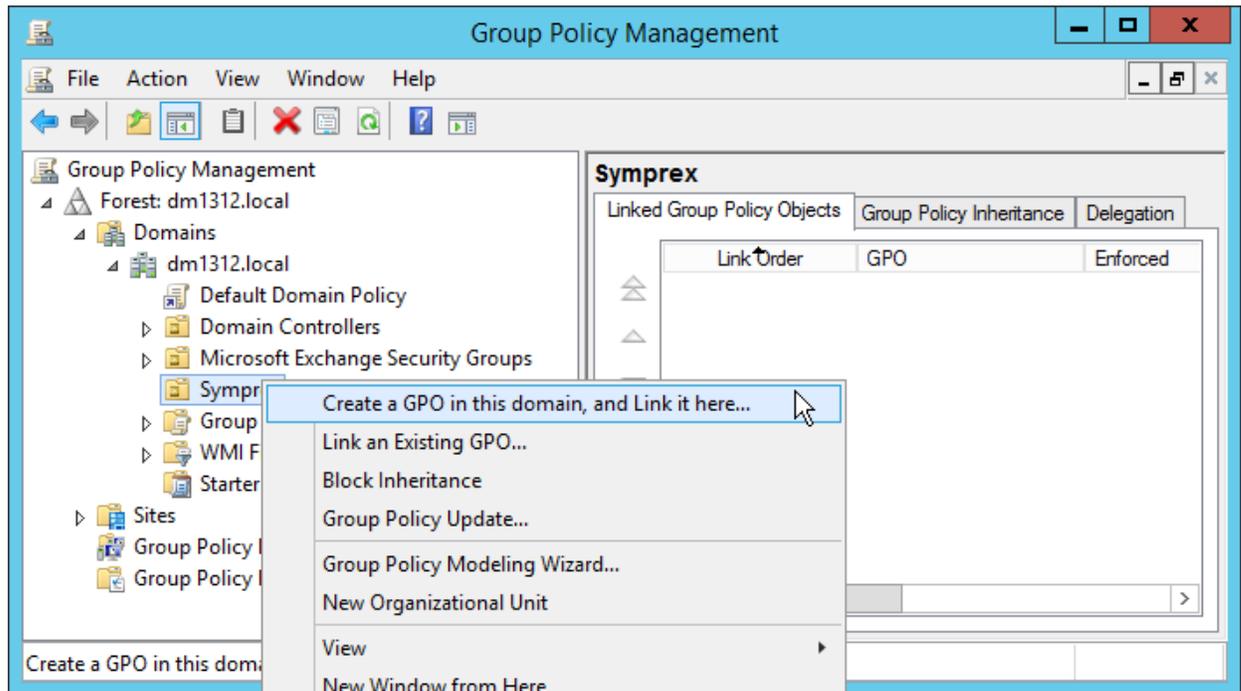
5. Create a new package to install the new version of the Agent i.e. follow from step 6 above using the new version of the MSI package.

Installing the Agent using Group Policy Per Computer

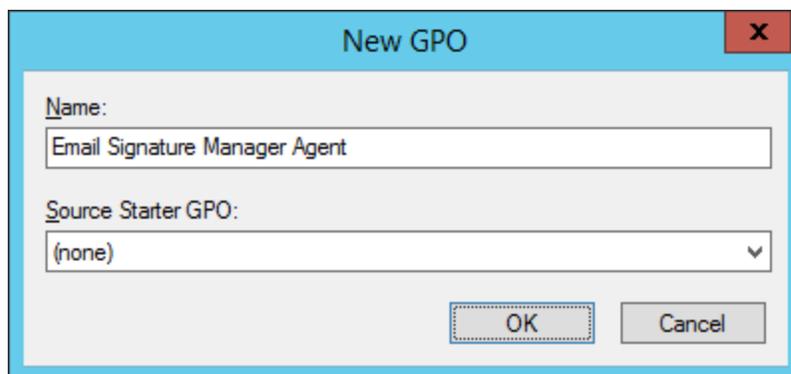
The following guidelines demonstrate a simple method to create a suitable Group Policy Object (GPO) to install the Agent on a per-computer basis on Windows Server 2012 R2 (the steps are the same for previous versions of Windows Server):

1. Download the **Email Signature Manager Agent** MSI package from the [Symprex website](#) and copy it to a shared location to which your domain users have access. To function correctly, the following permissions must be set:
 - o On the share itself, ensure that the generic group **Everyone** has **Read** permissions.
 - o On the folder containing the MSI package, ensure that the built-in group **Domain Computers** has **Read** permissions.
2. On a domain controller, start **Group Policy Management** from **Control Panel > Administrative Tools**.

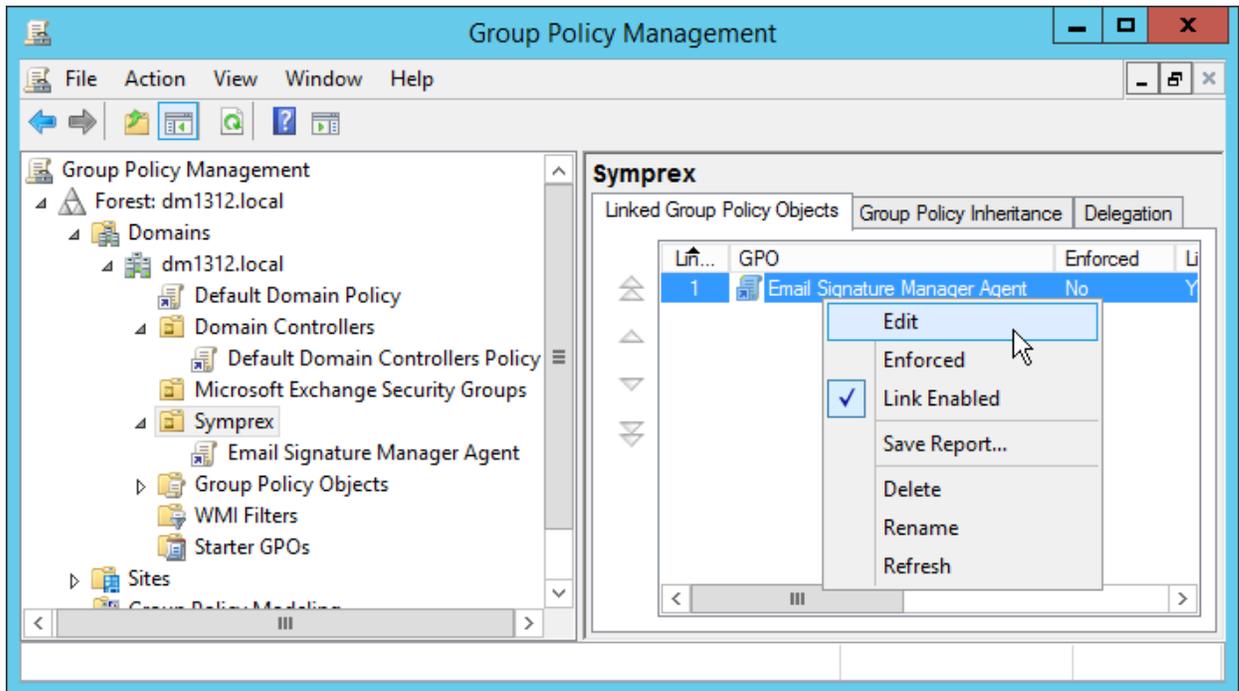
3. Within your domain, choose the Organization Unit (OU) that contains the computers to which you wish to install the Agent. Alternatively, you can install to the entire domain but this will include *all* computers (e.g. domain controller servers), which may not be appropriate. Right-click the chosen OU and select **Create a GPO in this domain, and Link it here...**



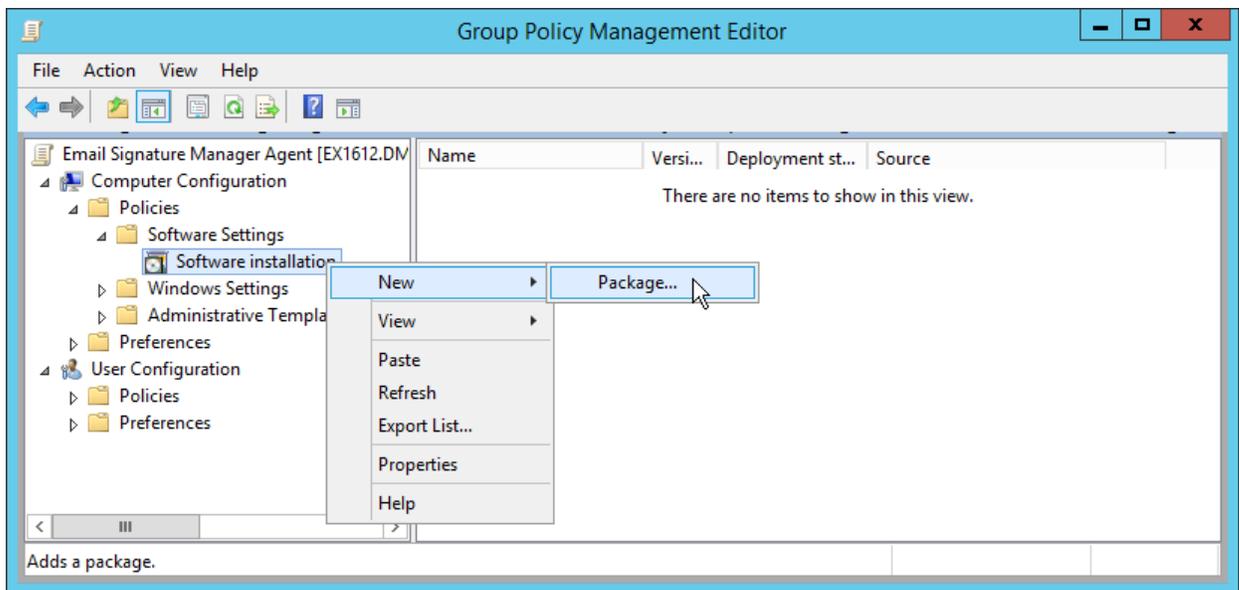
4. In the **New GPO** dialog, enter the name of the new Group Policy Object (for example, "Email Signature Manager Agent") and click the **OK** button.



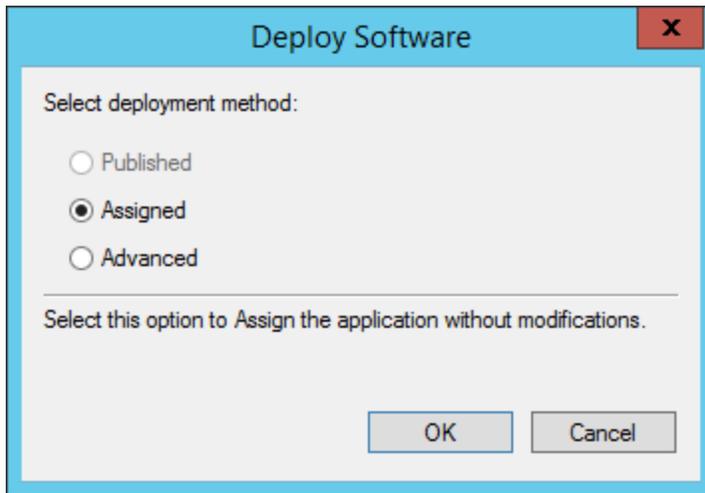
5. The new Group Policy Object (GPO) should now appear in your chosen OU. Right-click it and select **Edit**:



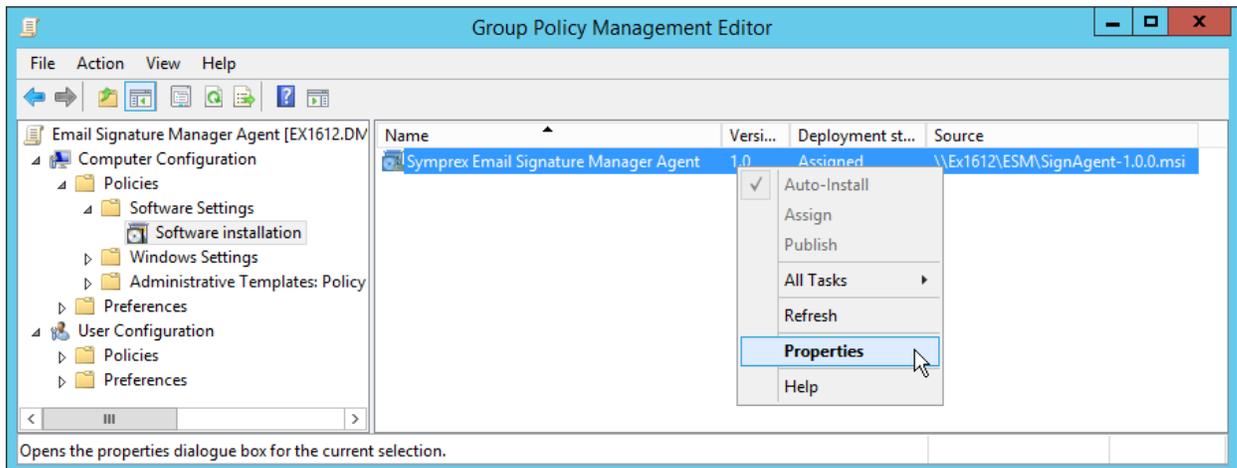
6. In the **Group Policy Management Editor**, expand **Computer Configuration > Policies > Software Settings**, right-click Software installation and select **New > Package...**:



7. Browse to and select the MSI package for the Agent. In the Deploy Software dialog, select **Assigned** and click the **OK** button:

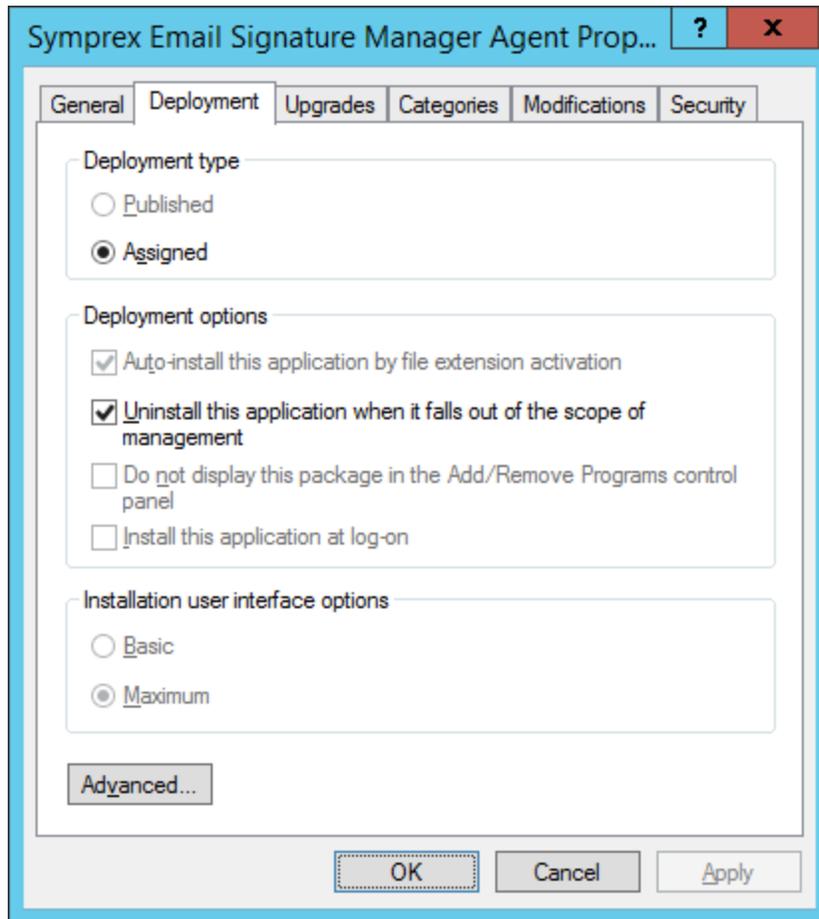


8. Right-click the new **Email Signature Manager Agent** package and select **Properties**:



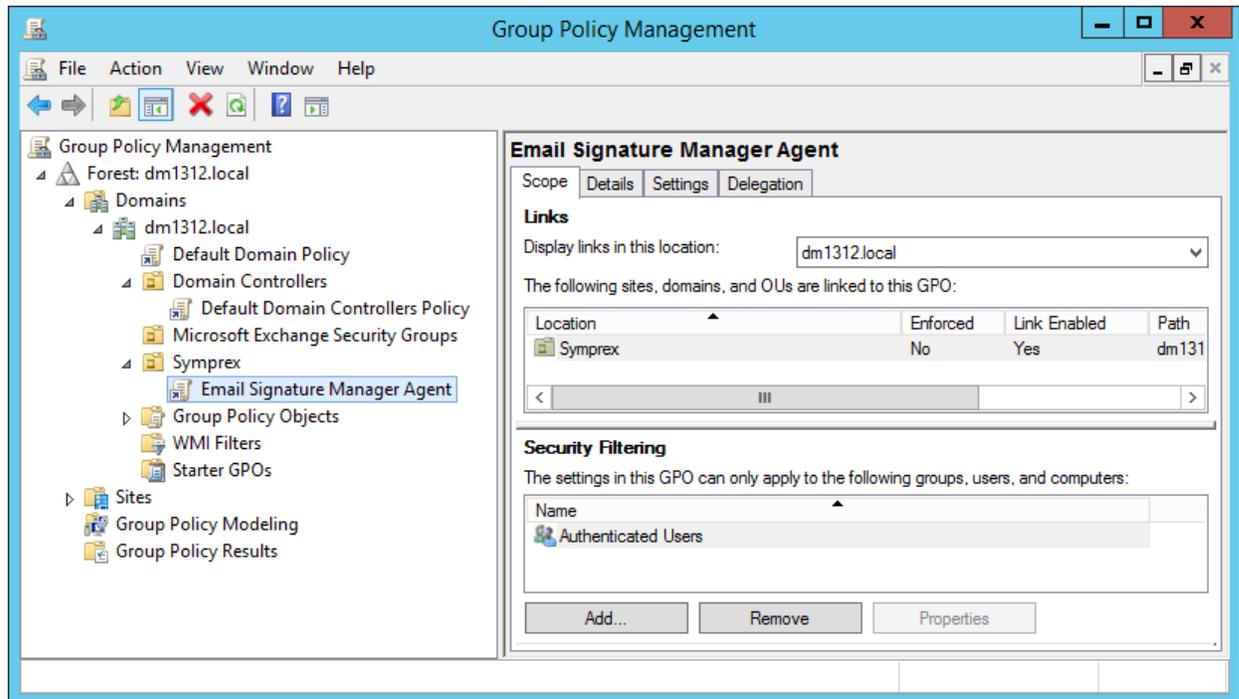
9. On the **Properties** dialog, select the **Deployment** tab and check the following option:

→ Uninstall this application when it falls of the of he scope of management



Click the **OK** button to save the changes.

10. Close **Group Policy Management Editor** to return to **Group Policy Management**, and select the Agent GPO in the OU. By default, the **Authenticated Users** group will have been added under **Security Filtering**:

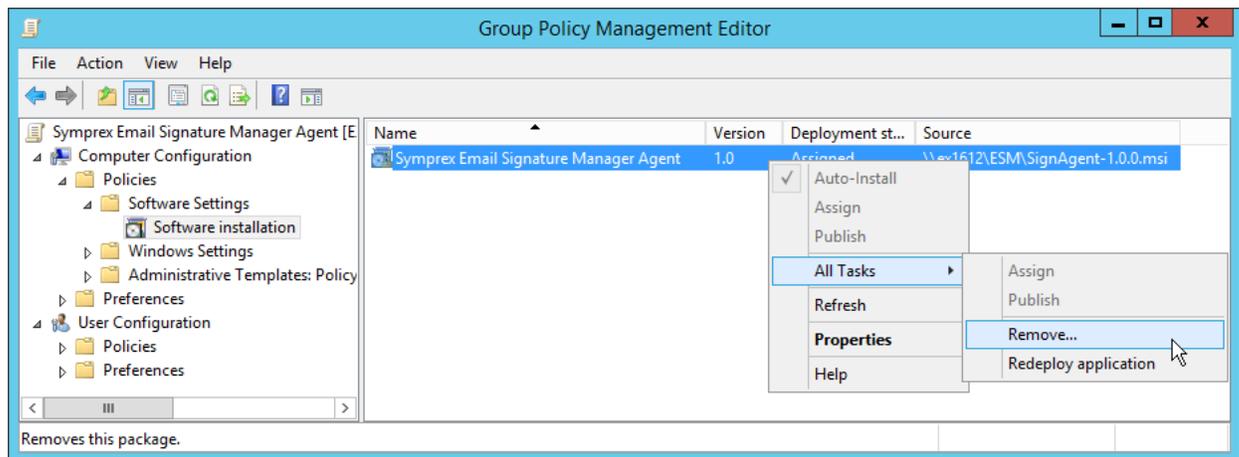


This is suitable for per-computer installations based on membership of the selected Organization Unit. The computers to which the Agent is installed can be further refined by adding to the filtering list.

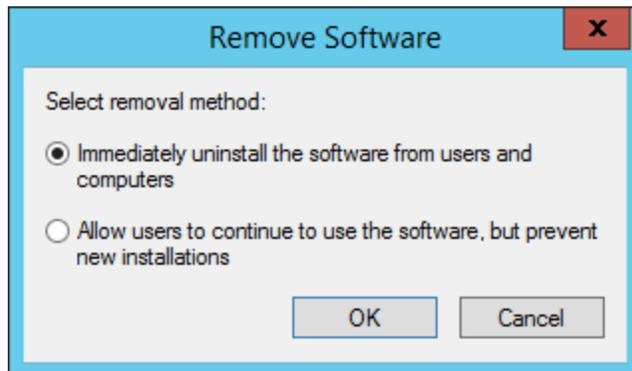
Upgrading when Using Group Policy

The simplest way to upgrade the Agent when using Group Policy is as follows:

1. Open **Group Policy Management** and in the **Group Policy Objects** node, edit the GPO that installs the Agent.
2. In the **Group Policy Management Editor**, expand **Computer Configuration > Policies > Software Settings**.
3. Right-click the package that installs the previous version and select **All Tasks > Remove....**



4. In the **Remove Software** dialog, ensure the **Immediately uninstall the software from users and computers** option is selected, and click the **OK** button.



5. Create a new package to install the new version of the Agent i.e. follow from step 6 above using the new version of the MSI package.

Additional Group Policy Settings

The following Group Policy settings can help to overcome problems if the Agent is not working properly when started from a logon script or when installed on a per-user or per-computer basis:

- Under **Computer Configuration** > **Administrative Templates** > **System** > **Logon**, enable the **Always wait for the network at computer startup and logon** setting.
- Under **Computer Configuration** > **Administrative Templates** > **System** > **Group Policy**, configure the **Specify startup policy processing wait time** setting to a suitable value (for example, 120 seconds; the default used by Windows is normally 30 seconds).

Note These settings can have an impact on the startup performance of the computer; please refer to Microsoft documentation before adjusting them.

Installing the Agent using ClickOnce

Installing the **Email Signature Manager Agent** using ClickOnce technology can be performed by any user whether logged on to the domain or not. ClickOnce is a Microsoft technology that enables the user to install and run a Windows-based client application by clicking a link on a web page. The core principle of ClickOnce is to ease the deployment of Windows applications. In addition, ClickOnce aims to solve three other problems with conventional deployment models; the difficulty in updating a deployed application, the impact of an application on the user's computer, and the need for administrator permissions to install applications.

The Agent can be installed using ClickOnce from this web page:

<https://clickonce.symprex.com>

The Agent is installed per user when using ClickOnce and can be uninstalled from the Programs and Features control panel application in Windows.

Using the Email Signature Manager Transport Agent

The **Email Signature Manager Transport Agent** is used to process emails sent from your users' Android, Blackberry, iPhone, iPad and Windows Mobile devices. Unlike deployment to other platforms (such as Outlook and OWA, where the signatures are automatically included when the message is being composed by the user), pre-generated signatures for mobile devices are injected into emails by the Transport Agent during delivery through your organization's Exchange Server. This is accomplished by defining a set of rules that allow the Transport Agent to identify where in each email the signature should be injected.

Note The Email Signature Manager Transport Agent can normally only be used in conjunction with On-Premises Exchange Server, although some Hosted Exchange providers may allow the Transport Agent to be installed. The Transport Agent cannot be used with Office 365, but OWA signatures will automatically work in the OWA App for Android and iOS platforms.

Basic Architecture

The following work flow sets out the basic architecture of how signatures are injected to emails sent from mobile devices:

- The administrator authors the signatures for deployment to users in the usual manner.
- Using the Manage Deployment dialog, mobile device signatures are specified for the appropriate groups and users.
- Each user's signature is generated by the Email Signature Manager Service.
- The administrator defines the rules for identifying where signatures should be injected into emails.
- The Email Signature Manager Transport Agent is installed onto each Exchange Server that has the appropriate role.

- When an email is delivered through Exchange Server, the Transport Agent injects the appropriate signature at the location identified by the rules.

Getting Started with the Transport Agent

To get started with the Transport Agent, please follow these instructions:

1. If necessary, migrate your database to [SQL Server](#).
2. [Install the Transport Agent](#) on to the appropriate Exchange Server(s) and [complete configuration](#).
3. Configure which your users will receive mobile signatures in the [Manage Deployment dialog](#).
4. [Define the rules](#) used by the Transport Agent and enable signature injection.

Installing the Transport Agent

The **Email Signature Manager Transport Agent** needs to be installed on to each On-Premises Exchange Server in your organization that is responsible for the transport of emails within your organization. It is easy to identify the servers on to which the Transport Agent must be installed:

- On [Exchange Server 2007 and 2010](#).
- On [Exchange Server 2013 and 2016](#).

Installing the Transport Agent on Exchange Server 2007 and 2010

On Exchange Server 2007 and 2010, the **Email Signature Manager Transport Agent** must be installed on each server that has the **Hub Transport** role installed.

Note For further information about the Hub Transport role, please refer to the appropriate Technet articles for [Exchange Server 2007](#) and [Exchange Server 2010](#).

To install the Transport Agent on Exchange Server 2007 and 2010, please follow these steps:

1. Download the Email Signature Manager Transport Agent Setup package from the [Symprex website](#).
2. Run the Setup package on each Exchange Server in your organization that has the Hub Transport role installed.

Important If you install the Transport Agent to a custom location that is not contained with the main Program Files directory, you must ensure that the account under which the Microsoft Exchange Transport service is running has read permissions on the installation folder.

3. When the setup has finished, run the Configuration Utility to complete the final [configuration tasks](#).

Installing the Transport Agent on Exchange Server 2013 and 2016

On Exchange Server 2013 and 2016, the **Email Signature Manager Transport Agent** must be installed on each Exchange Server that has the **Mailbox Server** role installed.

Note For further information about the Mailbox Server role, please refer to the appropriate Technet articles for [Exchange Server 2013](#) and [Exchange Server 2016](#).

To install the Transport Agent on Exchange Server 2013 and 2016, please follow these steps:

1. Download the Email Signature Manager Transport Agent Setup package from the [Symprex website](#).
2. Run the Setup package on each Exchange Server in your organization that has the Mailbox Server role installed.

Important If you install the Transport Agent to a custom location that is not contained with the main Program Files directory, you must ensure that the account under which the Microsoft Exchange Transport service is running has read permissions on the installation folder.

3. When the setup has finished, run the Configuration Utility to complete the final [configuration tasks](#).

Configuring the Transport Agent

The **Email Signature Manager Transport Agent** is configured using the installed Configuration Utility, which can be started from the Start menu.

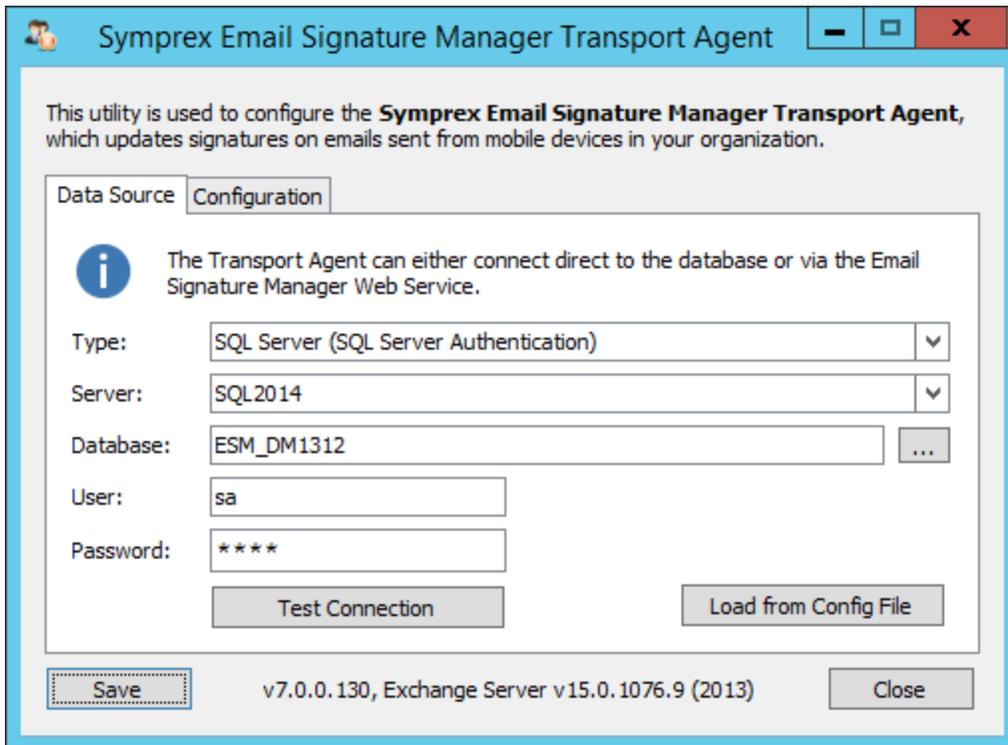
There are two steps to complete once installation has been completed:

1. Specify the connection to the Email Signature Manager database.
2. Configure the various settings for the Transport Agent.

Note You will need administrative privileges on the server to run the Configuration Utility.

Specifying the Database

The connection to the Email Signature Manager database is configured on the **Data Source** tab in the Configuration Utility:



Configure the following settings as required:

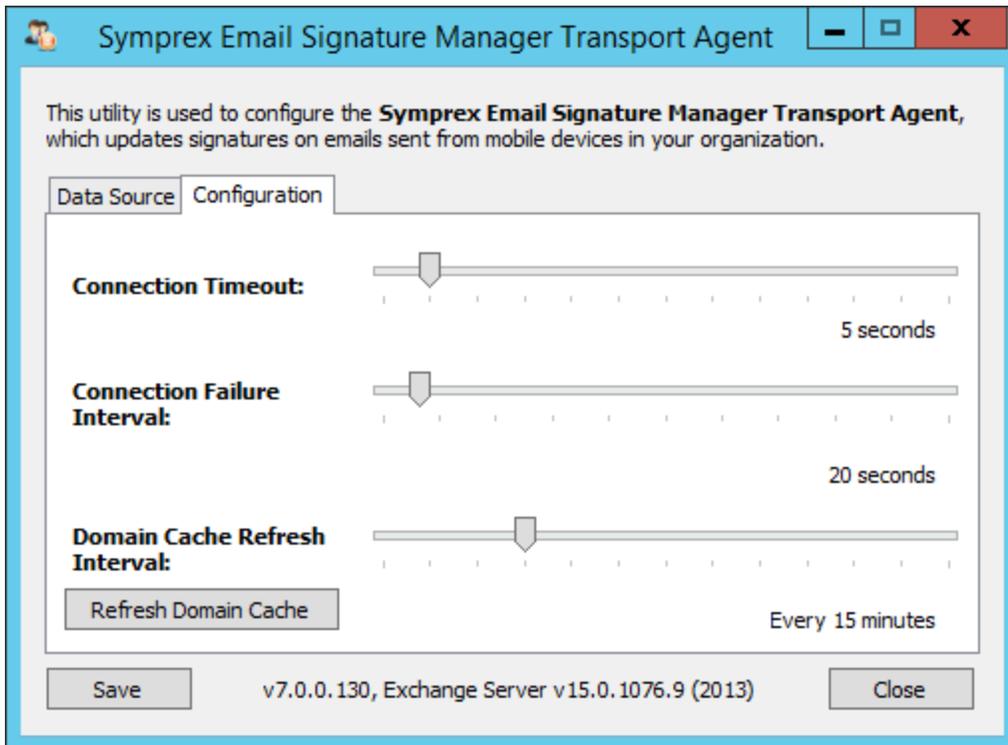
- **Type:** Select the type of the database.
- **Server:** Enter the name of the server where the database is located or select it from the drop-down list of available servers.
- **Database:** Enter the name of the database on the server or select it by clicking the ellipses ("...") button.
- **User:** Enter the login to connect to the server; when using SQL Server, it is recommended that you use the same login as the main application.
- **Password:** Enter the password for the login.

To verify that you have entered the details of the database correctly, click the **Test Connection** button.

When ready, click the **Save** button to save the settings.

Configure Settings

The following settings can be configured on the **Configuration** tab:



- **Connection Timeout:** Specifies the timeout for connecting to SQL Server when processing an email. It is recommended that this timeout is kept fairly short as connections should be made quickly under normal operating conditions.
- **Connection Failure Interval:** If connecting to SQL Server fails when processing an email, this interval specifies how long the Transport Agent will wait until trying to connect again. During this interval, any emails processed by the Transport Agent will not have signatures applied.
- **Domain Cache Refresh Interval:** For efficiency, the Transport Agent maintains a list of the local domains from which emails should be processed; this allows emails to be examined very quickly without the need for a database connection to be established to determine if they need processing. This interval specifies how often the cache should be refreshed. If necessary, the cache can be refreshed on demand by clicking the **Refresh Domain Cache** button.

When ready, click the **Save** button to save the settings.

Registering on Exchange Server

In order for the Transport Agent to be used to process email, it must be registered with Exchange Server. This is accomplished by executing the appropriate commands within the Exchange Management Shell. The installer for the Transport Agent will execute these commands when the agent is installed, so there are no manual steps required. Should you wish, you can verify that the Transport Agent is registered as follows:

1. Start an instance of the **Exchange Management Shell**.
2. Type the following command:

```
Get-TransportAgent -Identity "Symprex Email Signature Manager Agent" | fl
```

3. The details of the agent should be listed. If they are not, the Agent is not registered. Please refer to the [Knowledge Base](#) article "Managing the Transport Agent Registration" for more details on how to register the Agent manually.

When ready, click the **Close** button to close the Configuration Utility.

This section contains additional information for using Email Signature Manager.

Using Microsoft SQL Server

Email Signature Manager fully supports using Microsoft SQL Server.

The following versions are supported:

- SQL Server 2008
- SQL Server 2008 R2
- SQL Server 2012
- SQL Server 2014

SQL Server must be used as the database for Email Signature Manager in any of the following scenarios:

- You wish to manage the database from more than one computer.
- You wish to use the Email Signature Manager Transport Agent.

Migrating to SQL Server

To migrate from using the Built-in Database to SQL Server, please use the following steps:

1. If you do not have a SQL Server available within your organization, please read the topic on how to [install and configure](#) SQL Server Express.
2. [Create the Email Signature Manager database](#) on the appropriate instance of SQL Server.
3. Using Services Control Manager, stop the Email Signature Manager Service.
4. Start the main Email Signature Manager application.
5. Connect to the Email Signature Manager database created in step 2 using the [Settings Database dialog](#). You must connect to the database using SQL Server Authentication.
6. Open the [Import Database dialog](#). Ensure the **Type** is selected as **Access** and then click the ellipses ("...") button next to the **Database** text box. Select the **Built-in Database**. The default location is c:\ProgramData\Symprex\Symprex.EmailSignatureManager.Database.mdb.
7. Click the **OK** button and confirm that you wish to import the database. The data from the Built-in Database is now imported to the SQL Server database.
8. Using Services Control Manager, restart the Email Signature Manager Service.
9. If you wish to install Email Signature Manager on additional computers to manage the database, please read the section on [Manager Only](#) mode.

Creating the Email Signature Manager Database on SQL Server

This topic will guide you through the basic process of creating a new Email Signature Manager database on an instance of Microsoft SQL Server.

If your organization already has a SQL Server available, ensure that the database is created following any established policy.

If your organization does not have SQL Server, please follow our guide for [installing and configuring](#) SQL Server Express.

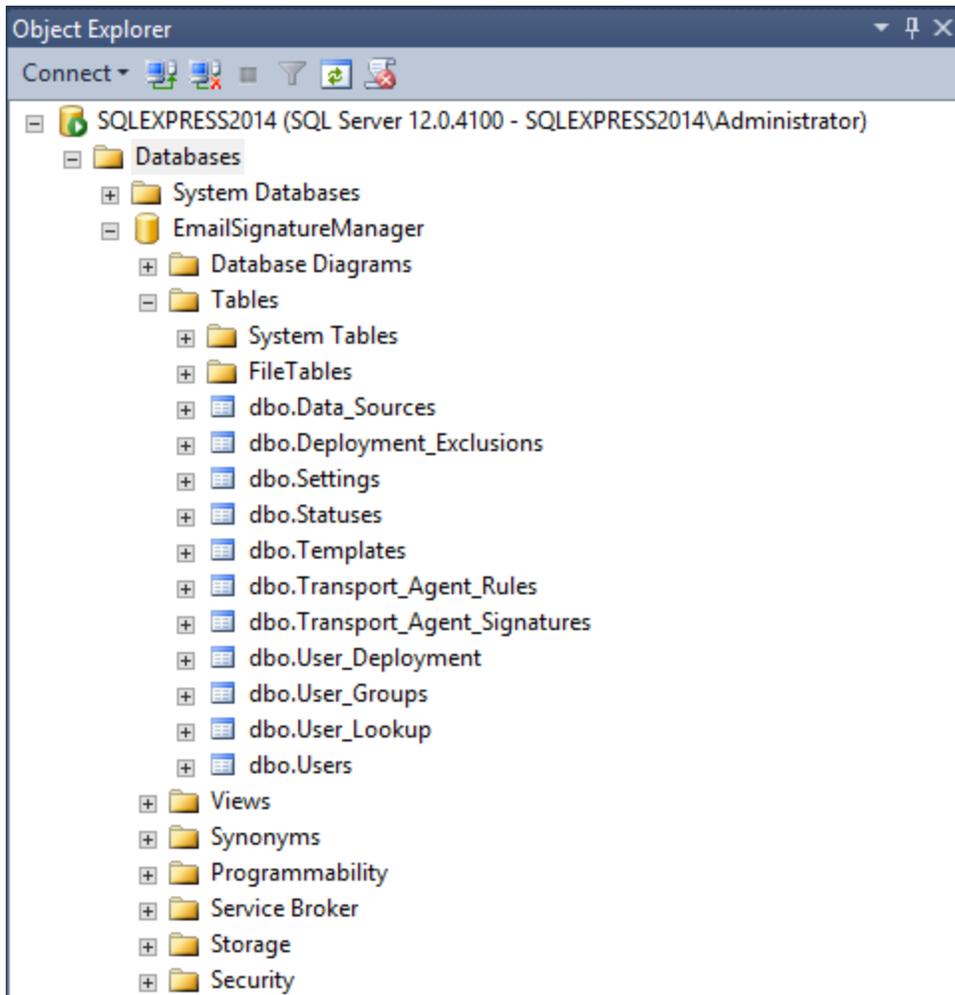
Creating the Database

1. Download the script to create the database from the Symprex website:

<https://www.symprex.com/support/files/esm/v7/sql/esmdb.zip>

This zip file contains one file, `esmdb.sql`, which should be extracted to a known location.

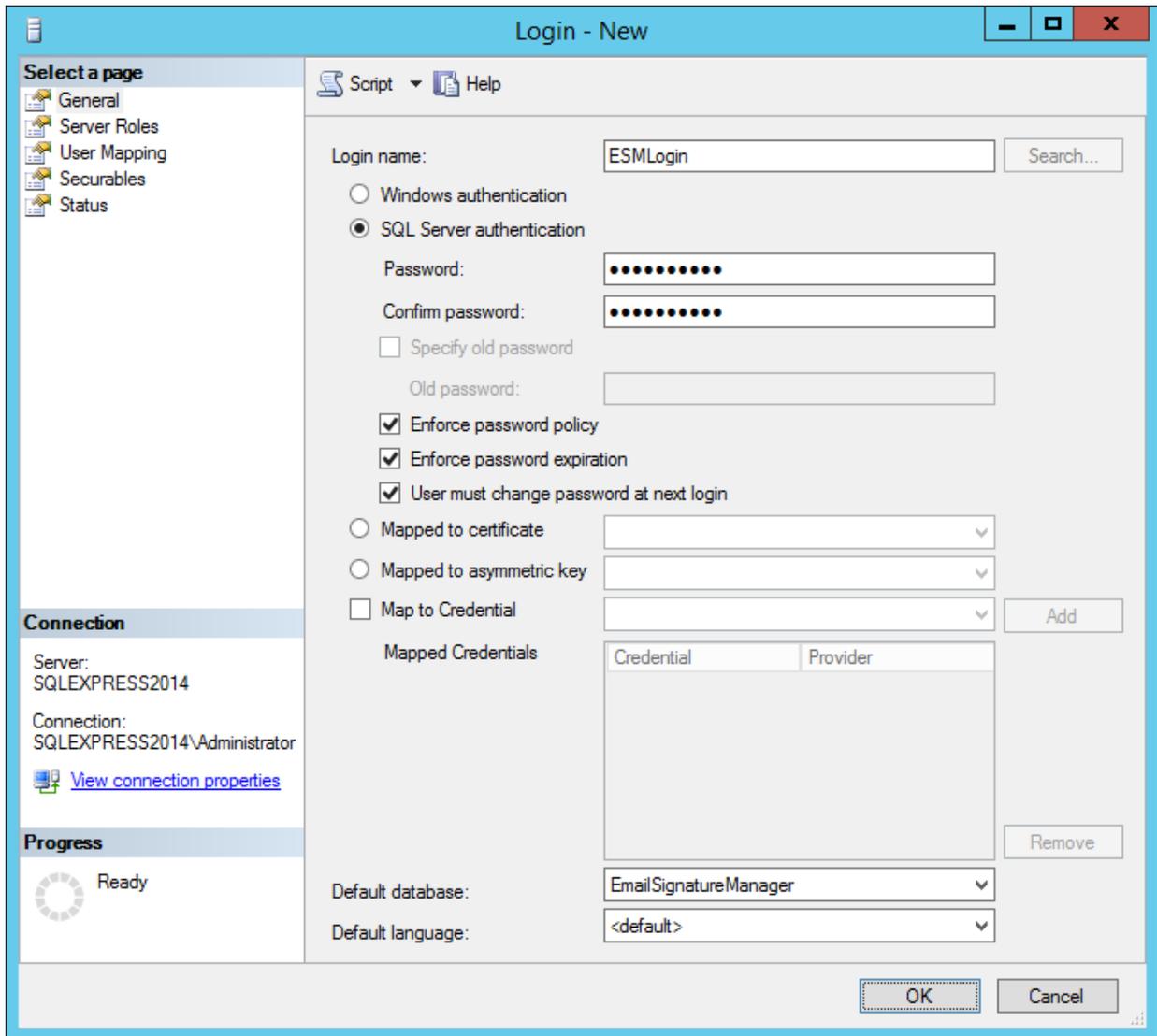
2. Start **SQL Server Management Studio** and connect to the appropriate instance of SQL Server. Right-click **Database** and select **New Database...**
3. On the **General** page, enter a suitable name for the database. The database script uses `EmailSignatureManager` as the default name.
4. On the **Options** page, configure the appropriate settings for the database according to your organization's policy. If you are using SQL Server Express, the **Recovery Model** can be set to **Simple** and database backups taken manually (see the topic on [installing and configuring](#) SQL Server Express).
5. Select **File > Open > File...** (or press Control+O) and open the `esmdb.sql` script. If necessary, change the [USE] statement on the first line to point to the database created in step 3.
6. Execute the script (press F5), which will create the database structure. Verify that there are no error messages reported. To check the structure has been correctly created, expand the database node and then the **Tables** node. You should see the list of tables as follows:



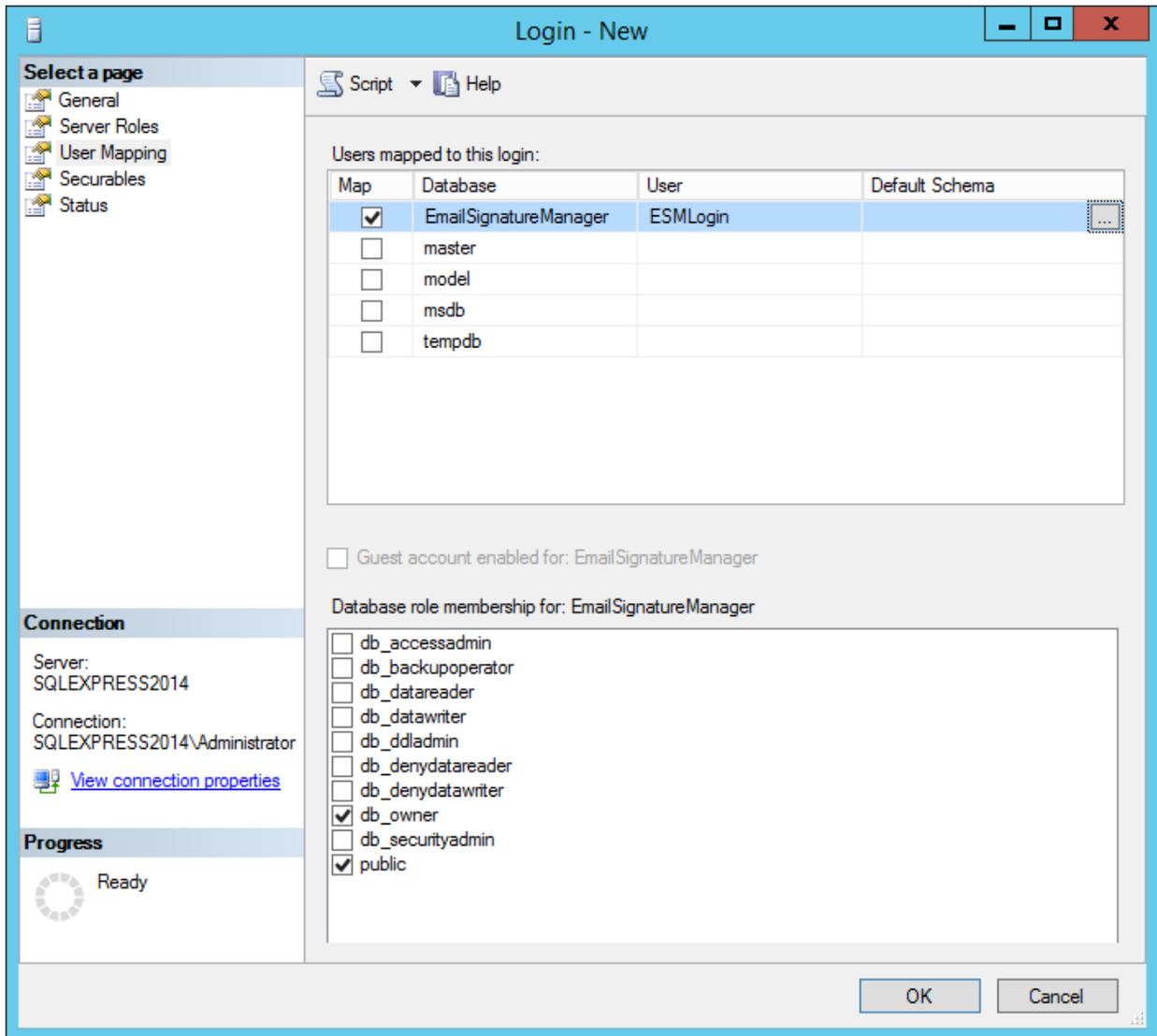
Dedicated Login

The Full Installation of Email Signature Manager requires a dedicated login using SQL Server Authentication and with **db_owner** role. This ensures that the service (which uses the same login as the main application) can connect to the database and that the database schema can be updated during upgrades of Email Signature Manager. The login can be created as follows:

1. Start **SQL Server Management Studio**. Expand the **Security** node, right-click the **Logins** node and select **New Login...**
2. On the **General** page, enter a suitable name for the login. Select the **SQL Server Authentication** option and enter an appropriate password. Change the **Default Database** to the Email Signature Manager database. The configuration of the login should look similar to this:



3. On the **User Mapping** page, check the **Map** column for the Email Signature Manager database and then check the **db_owner** role:



4. Click the **OK** button to save the login.

The login can be now be used in the [Settings Database dialog](#) to connect to the database.

Installing and Configuring SQL Server Express

This topic will guide you through the process of installing and configuring SQL Server Express for use with Email Signature Manager.

Note This guide is based on SQL Server Express 2014 and assumes that it will be installed on to a clean machine where no other instance of SQL Server is installed.

Before You Start

1. Download the **SQL Server Express 2014 with Tools** installer from the Microsoft website. The main

download page can found here:

<https://www.microsoft.com/en-gb/download/details.aspx?id=42299>

You should download either `ExpressAndTools_32BIT\SQLSERVER_ExpressAndTools_x86_ENU.exe` (for 32-bit operating systems) or `ExpressAndTools_64BIT\SQLSERVER_ExpressAndTools_x64_ENU.exe` (for 64-bit operating systems).

2. It is strongly recommend that after installation, SQL Server Express 2014 is updated to Service Pack 1. The main download page can be found here:

<https://www.microsoft.com/en-us/download/details.aspx?id=46694>

You should download either `SQLServer2014SP1-KB3058865-x86-ENU.exe` (for the 32-bit version) or `SQLServer2014SP1-KB3058865-x64-ENU.exe` (for the 64-bit version).

Install and Configure SQL Server Express 2014

1. Start the installer for the appropriate version of SQL Server Express (either `SQLSERVER_ExpressAndTools_x86_ENU.exe` or `SQLSERVER_ExpressAndTools_x64_ENU.exe`) and extract the installation files to a suitable location (this can take several minutes).
2. In the **SQL Server Installation Center**, select the new **SQL Server stand-alone installation** option.
3. Read the License Terms and then check the **I accept the license terms** check box. Click the **Next** button.
4. In the **Feature Selection** step, the following components are mandatory:
 - Database Engine Services
 - Client Tools Connectivity
 - Management Tools - Basic (Management Tools - Complete is recommended)

Check the installation folders are acceptable and click the **Next** button.
5. In the **Feature Rules** step, install any prerequisites and complete any other steps that are required to continue with the installation.
6. In the **Instance Configuration** step, select the **Default Instance** option (the instance will be named `MSSQLSERVER`) and click the **Next** button.
7. In the **Server Configuration** step, it is recommended to change the **Startup Type** of the **SQL Server Browser** service to **Automatic** (which allows the instance of SQL Server to be discoverable on the network). Otherwise, the default configuration is suitable. click the **Next** button to continue.
8. In the **Database Engine Configuration** step, select the **Mixed Mode** option (this is mandatory for Email Signature Manager) and enter a suitable password for the `sa` account. The password must meet the complexity requirements specified by the Local Security Policy of the computer. It is also recommended that the **Domain Administrators** group is added to the list of **SQL Server Administrators**. Otherwise, the default configuration is suitable. Click the **Next** button to continue.

9. The installation process will now start. This can take several minutes to complete.
10. Review the actions taken in the **Completed** step, click the **Close** button to dismiss the installation wizard, and then close the **SQL Server Installation Center**.
11. At this stage, it is recommended to either install the latest Service Pack and use Windows Update to check for the latest updates.

Enabling Network Protocols

By default, only the Shared Memory protocol is enabled, which means that it is not possible to connect to SQL Server Express across the network. To enable the other protocols, use the following steps:

1. Start **SQL Server Configuration Manager**.
2. Expand **SQL Server Network Configuration** and **Protocols for MSSQLSERVER** (where `MSSQLSERVER` is the default instance name).
3. In the list of protocols, right-click the disabled protocols and select **Enable** from the context menu. It is recommended that all protocols (**Shared Memory**, **Named Pipes** and **TCP/IP**) are enabled for best connectivity to the server.
4. Right-click the **TCP/IP** protocol and select **Properties**. Select the **IP Addresses** tab and scroll down to **IPAll**. Check that the **TCP Port** is set to 1433 (the standard default for SQL Server). Close the **TCP/IP Properties** dialog.
5. Select **SQL Server Services**, right-click **SQL Server (MSSQLSERVER)** (where `MSSQLSERVER` is the default instance name) and select **Restart** to restart the SQL Server Database Engine.
6. Ensure that the firewall on the machine hosting SQL Server Express has been configured to allow the appropriate inbound TCP/IP connections. These are TCP port 1433 for the Database Engine and UDP port 1434 for the Browser Service.

Backing Up a Database

Assuming that the **Recovery model** for the database is set to **Simple**, you can create a manual backup of a database using the following steps:

1. Start **SQL Server Management Studio** and connect to the appropriate instance of SQL Server Express.
2. Expand the **Databases** node, right-click the Email Signature Manager database and select **Tasks > Back Up....**
3. Ensure the **Backup type** is **Full**.
4. By default, a backup file matching the name of the database will be created (for example, `C:\Program Files\Microsoft SQL Server\MSSQL12.MSSQLSERVER\MSSQL\Backup\EmailSignatureManager.bak`). SQL Server is able to store multiple backups in the same file. You can therefore either choose to use a

single backup file or to use a distinct file for each backup that you take. To use a distinct backup (or to alter the location where the backup is stored), click the **Remove** button to remove the default backup and then click the **Add** button to a new destination backup file. Alternatively, if you wish to use the default backup file but only store the latest backup, select the **Media Options** page and check the **Overwrite all existing backup sets** option; this will erase any existing backup in the specified backup file.

5. Click the **OK** button to create the backup.

Important This is a description of the simplest method to backup your database. It is strongly recommended that you read this [Microsoft article](#) that fully explains backup options for SQL Server.

Restoring a Database

Before restoring the database, the Email Signature Manager Service should be stopped and any instances of the main application closed. To perform a full restore of the database, use the following steps:

1. Start **SQL Server Management Studio** and connect to the appropriate instance of SQL Server Express.
2. Expand the **Databases** node, right-click the Email Signature Manager database and select **Tasks > Restore > Database...**
3. Select the **Device** option and click the ellipses ("...") button.
4. Check that the **Backup media type** is selected as **File** and then click the **Add** button. Select the backup file that you wish to use to restore the database and then click the **OK** button.
5. On the **General** page, verify that the correct database has been selected. If the backup file contains multiple backup sets, the latest one will be selected by default. If you wish to use an early backup set, click the **Timeline** button, select the **Specific date and time** option and choose the appropriate backup set to use.
6. On the **Options** page, select the **Overwrite the existing database (WITH REPLACE)** option.
7. Click the **OK** button to restore the database.

Using Email Signature Manager in Manager Only Mode

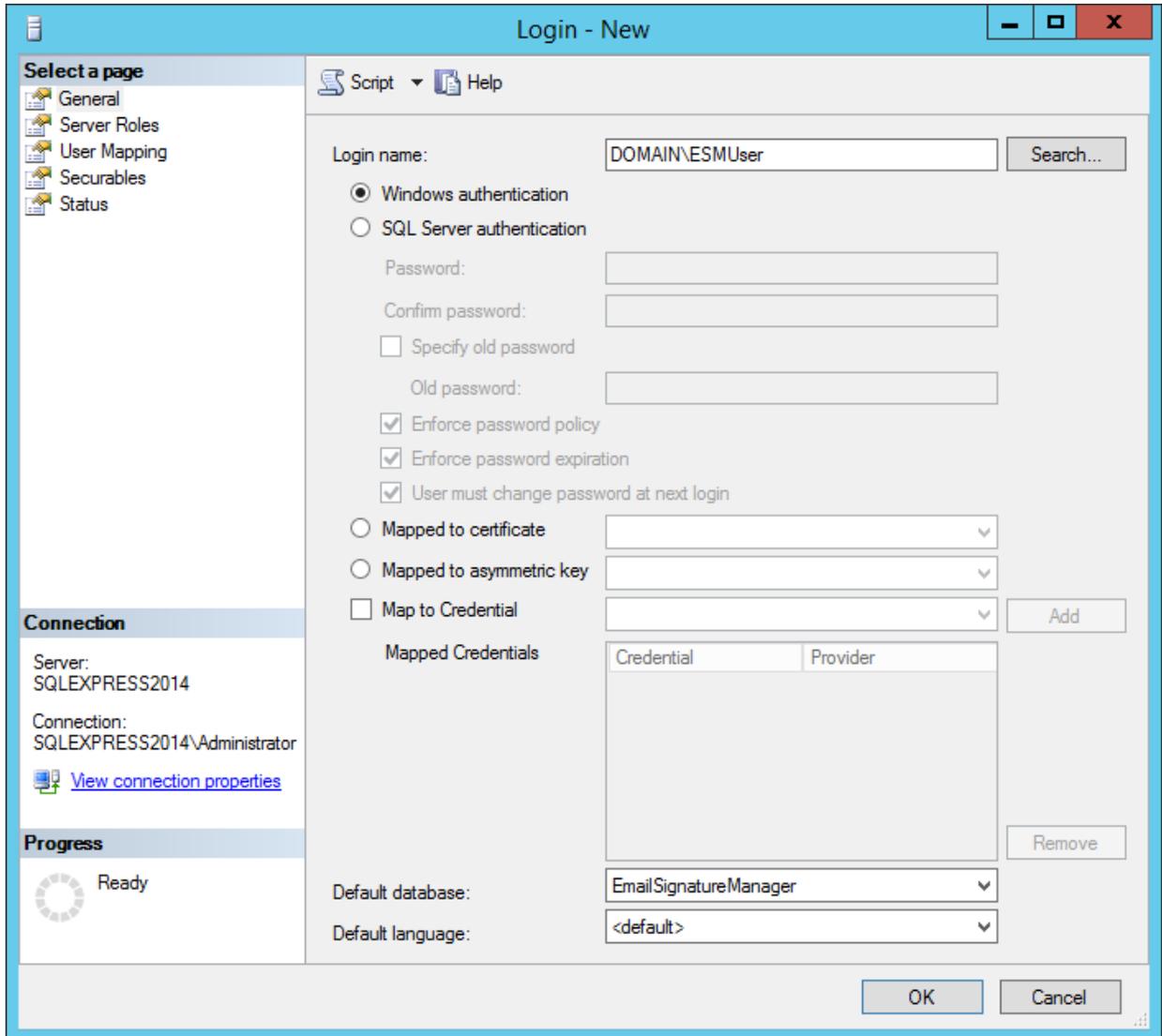
Where required, Email Signature Manager can be installed in Manager Only mode to allow other users in your organization to use Email Signature Manager on their own computers connected to the shared database. When running in Manager Only mode, the main application has certain limitations:

- The Email Signature Manager database must be hosted on Microsoft SQL Server.
- The Environment Configuration dialog is disabled.
- The Import Database function is not available.
- The Update functions (in the [main application window](#) and the [Status Monitor](#)) are not available.

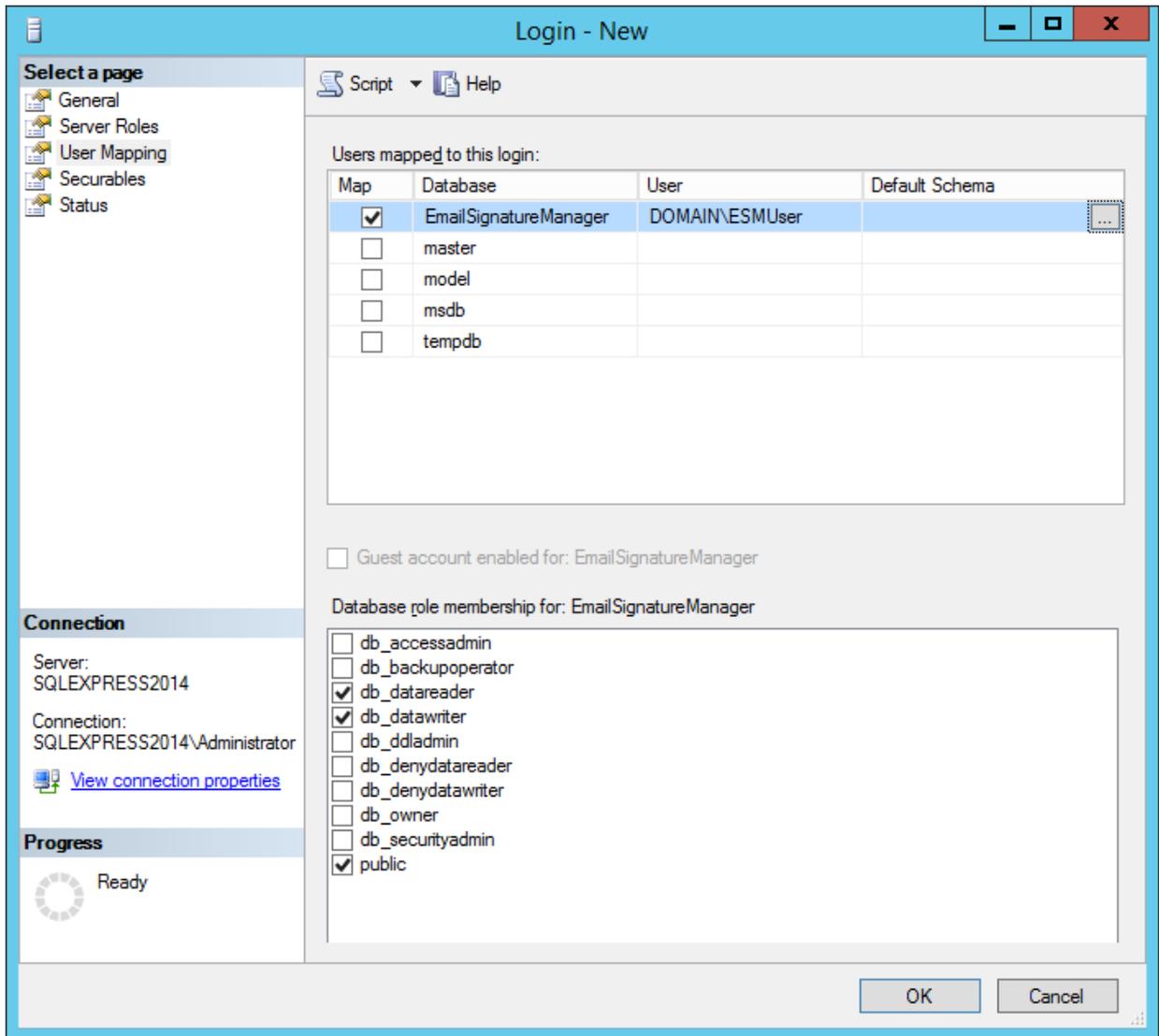
When using Manager Only mode, it is recommended that Windows Authentication is used (instead of the dedicated login) and that the user of the product is added to the **db_datareader** and **db_datawriter** roles.

For example, to add a domain user as a user of the database, use the following steps:

1. Start **SQL Server Management Studio**. Expand the **Security** node, right-click the **Logins** node and select **New Login...**
2. On the **General** tab, click the **Search** button and locate the domain user (or group) for the new login. Change the **Default Database** to the Email Signature Manager database. The configuration of the login should look similar to this:



3. On the **User Mapping** page, check the **Map** column for the Email Signature Manager database and then check the **db_datareader** and **db_datawriter** roles:



4. Click the **OK** button to save the login.

The domain user can now connect to the Email Signature Manager database by selecting **SQL Server (Windows Authentication)** in the [Settings Database dialog](#).

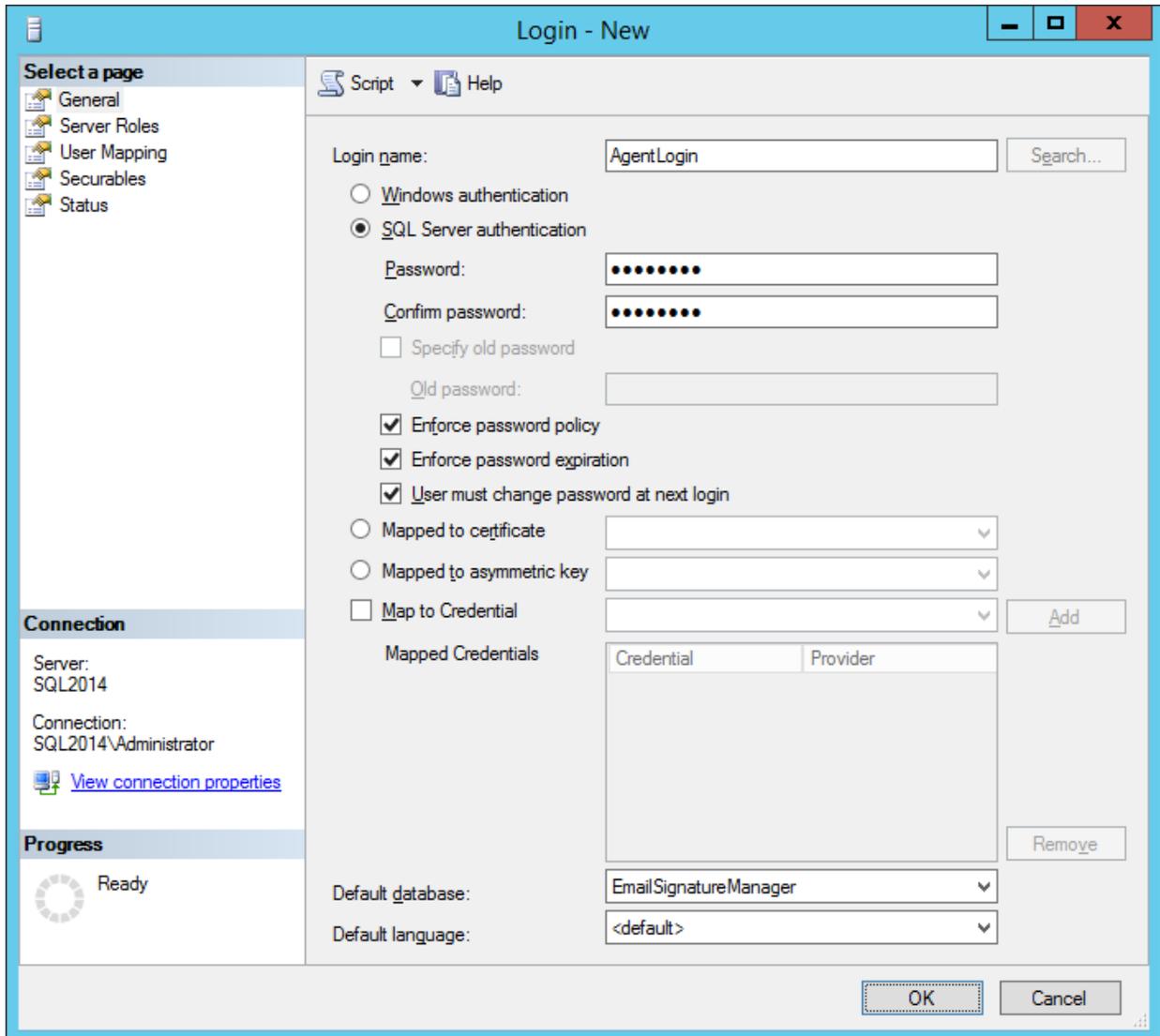
Direct Database Mode and Creating a Login for the Agent

This topic only applies when you use Email Signature Manager in [direct database mode](#).

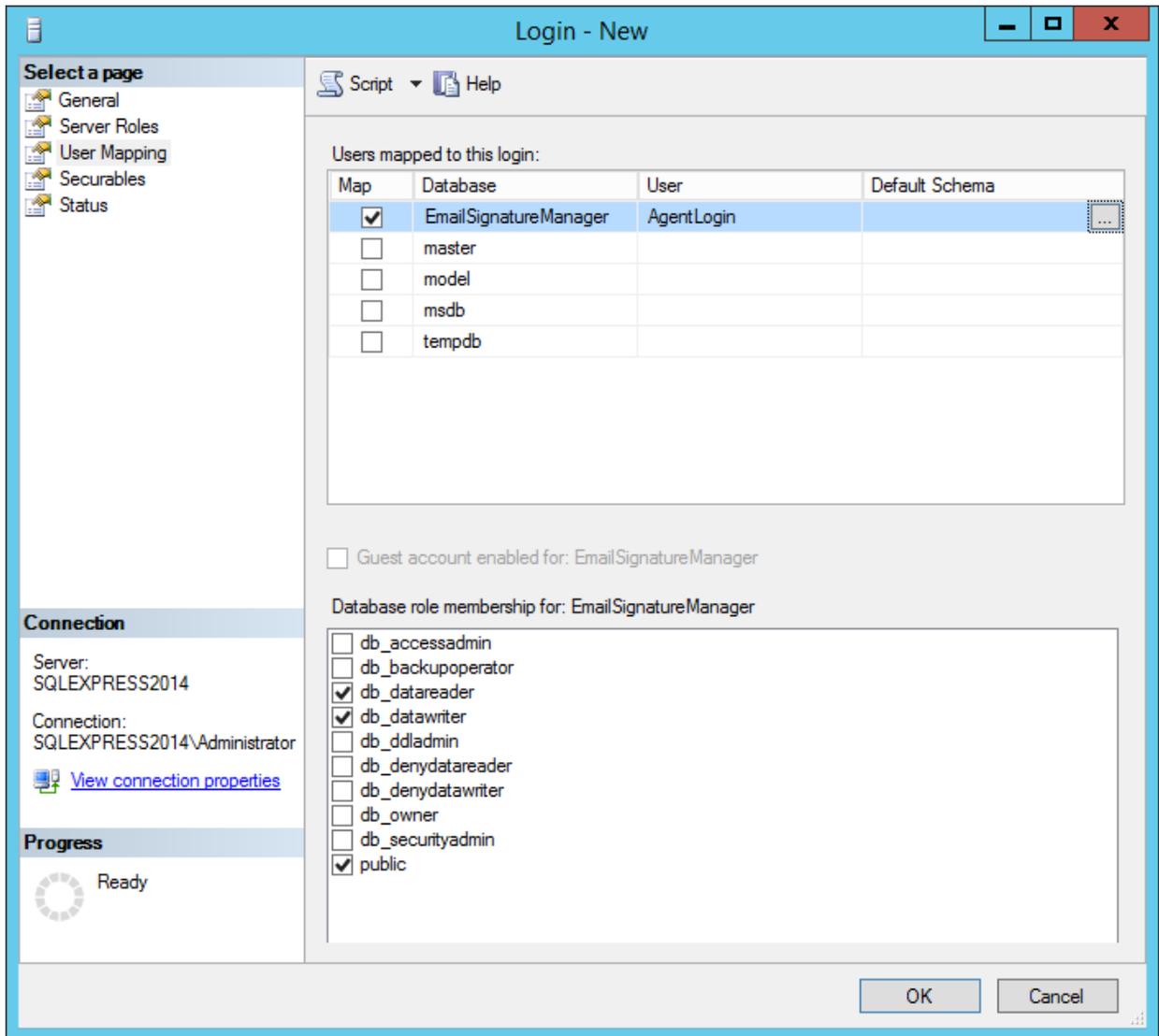
When using Email Signature Manager in [direct database mode](#), the **Email Signature Manager Agent** connects directly to the database. It is recommended to create a specific SQL login for the Agent to use to connect to the database. This login can be created using the following steps:

1. Start **SQL Server Management Studio**. Expand the **Security** node, right-click the **Logins** node and select **New Login...**

- On the **General** page, enter a suitable name for the login. Select the **SQL Server Authentication** option and enter an appropriate password. Change the **Default Database** to the Email Signature Manager database. The configuration of the login should look similar to this:



- On the **User Mapping** page, check the **Map** column for the Email Signature Manager database and then check the **db_datareader** and **db_datawriter** roles:



4. Click the **OK** button to save the login.

The login can now be used by the Agent to connect to the database when using Email Signature Manager in [direct database mode](#).

Template Fields

The below template fields are the standard template fields in Email Signature Manager.

Note The topic [dynamic fields](#) explains how to use any Active Directory property in templates and [conditional statements](#) are also supported.

Field Name	Description
{ FIRSTNAME }	Replaced by the user's first name, as defined by the "givenName"

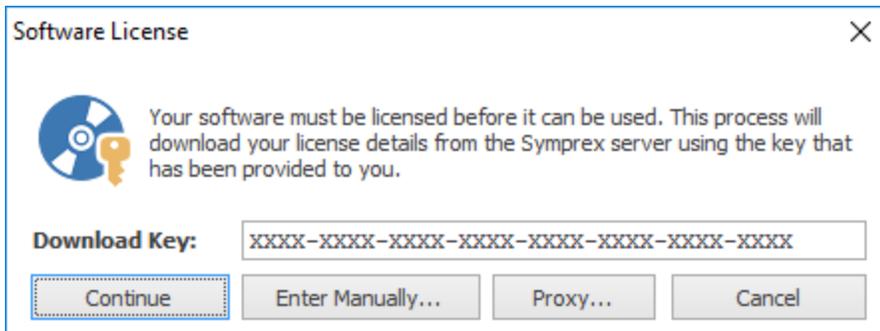
	property in Active Directory.
{ LASTNAME }	Replaced by the user's last name, as defined by the "sn" property in Active Directory.
{ FULLNAME }	Replaced by the user's full name, as defined by the "displayName" property in Active Directory.
{ INITIALS }	Replaced by the user's initials, as defined by the "initials" property in Active Directory.
{ COMPANY }	Replaced by the user's company, as defined by the "company" property in Active Directory.
{ DESCRIPTION }	Replaced by the user's description, as defined by the "description" property in Active Directory.
{ TITLE }	Replaced by the user's (job) title, as defined by the "title" property in Active Directory.
{ OFFICE }	Replaced by the user's office, as defined by the "physicalDeliveryOfficeName" property in Active Directory.
{ DEPARTMENT }	Replaced by the user's department, as defined by the "department" property in Active Directory.
{ PHONE }	Replaced by the user's (primary) telephone number, as defined by the "telephoneNumber" property in Active Directory.
{ HOMEPHONE }	Replaced by the user's home telephone number, as defined by the "homePhone" property in Active Directory.
{ MOBILE }	Replaced by the user's mobile telephone number, as defined by the "mobile" property in Active Directory.
{ PAGER }	Replaced by the user's pager number, as defined by the "pager" property in Active Directory.
{ FAX }	Replaced by the user's fax number, as defined by the "facsimileTelephoneNumber" property in Active Directory.
{ IPPHONE }	Replaced by the user's IP phone details, as defined by the "ipPhone" property in Active Directory.
{ STREET }	Replaced by the user's street, as defined by the "streetAddress" property in Active Directory (not to be confused with the "street" property, which is a different field).
{ POBOX }	Replaced by the user's PO Box, as defined by the "postOfficeBox" property in Active Directory.
{ CITY }	Replaced by the user's city, as defined by the "l" (short for locality) property in Active Directory.
{ STATE } -or- { PROVINCE } -or- { COUNTY }	Replaced by the user's state, as defined by the "st" property in Active Directory.
{ ZIPCODE } -or- { POSTALCODE }	Replaced by the user's zip (postal) code, as defined by the "postalCode" property in Active Directory.
{ COUNTRY }	Replaced by the user's country, as defined by the "co" property in Active Directory.
{ COUNTRYCODE }	Replaced by the user's country code, as defined by the "c" property in

	Active Directory.
{EMAIL}	Replaced by the user's email address, as defined by the "mail" property in Active Directory.
{HOMEPAGE}	Replaced by the user's home page, as defined by the "wWWHomePage" property in Active Directory.
{MANAGER}	Replaced by the full name of the user's manager, as defined by the "manager" property in Active Directory.
{EXTATTRIB1} -to- {EXTATTRIB15}	Replaced by the user-defined extension attributes configured through Exchange Server, as defined in the "extensionAttribute1" through "extensionAttribute15" properties in the Active Directory.

This section of the help file describes how Email Signature Manager is licensed using either a [download key](#) or a [license supplied separately](#).

License Dialog

The License dialog is accessed by selecting the **Configuration** tab in the main application window, selecting the **Tools** page, and clicking the **License my software** link (if the application has not previously been licensed) or **Change the license for my software** link (if the application has been licensed):



When you purchased the license for your software, you should have been provided with a unique download key. Enter this key into the **Download Key** textbox and click the **Continue** button. The software will then connect to the Symprex licensing server to download and install your license.

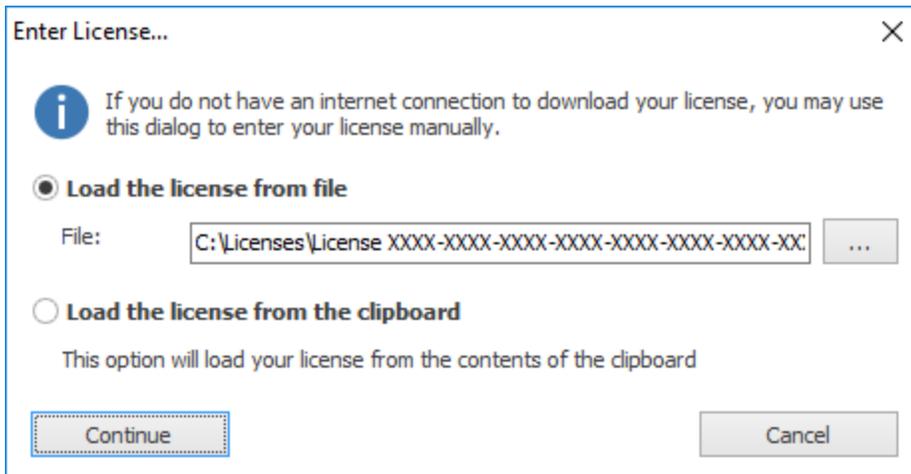
If the computer you wish to license does not have an Internet connection, you may be provided with a file containing your license information. To license your software using such a file, click the **Enter Manually...** button to open the [Manual License dialog](#).

In some organisations, the computer you wish to license may connect to the Internet through a proxy server that requires authentication. If this is the case, click the **Proxy...** button to open the [Proxy Details dialog](#).

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Manual License Dialog

If necessary, the license for your software can be entered manually by clicking the **Enter Manually...** button on the [License dialog](#):

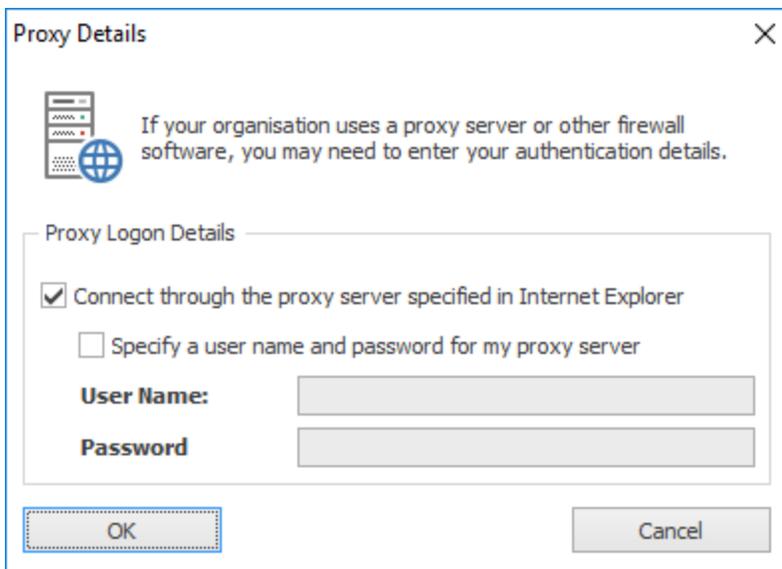


- If you have been provided with a file containing your license, select **Load the license from file** and locate the appropriate file.
- If you have been provided with a text-based version of your license (for example, in an e-mail), copy the text into the clipboard.

When ready, click the **Continue** button. If the selected file is valid or there is valid data in the clipboard, your license will be installed. Otherwise, please contact Symprex or your reseller for assistance.

Proxy Details Dialog

If necessary, the details of your default proxy server (as configured using Microsoft Internet Explorer) for connecting to the Internet can be entered manually by clicking the **Proxy...** button on the [License dialog](#) and the [Upgrade License dialog](#):



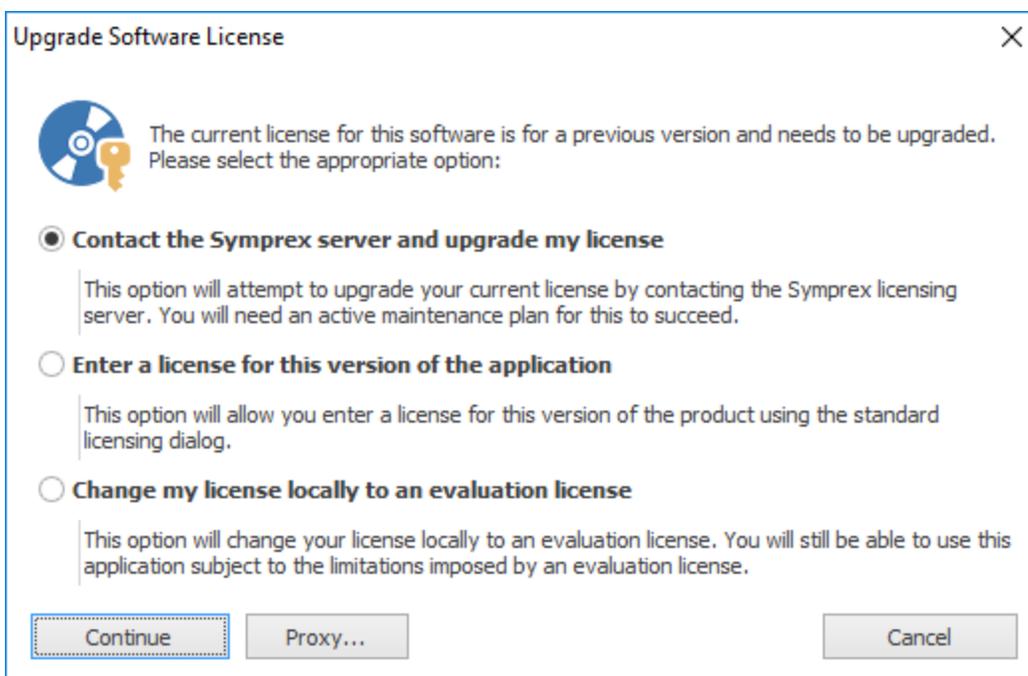
To connect through your default proxy server using your Windows logon credentials, check the **Connect**

through the proxy server specified in Internet Explorer checkbox. If you need to specify your authentication details, check the **Specify a user name and password for my proxy server** checkbox, and then enter the appropriate details in the **User Name** and **Password** boxes. When ready, click the **OK** button to accept the changes or click the **Cancel** button to close the dialog without saving any changes.

Note The details you enter will be stored in the registry of your computer and will be re-used amongst all Symprex products.

Upgrade License Dialog

The Upgrade License dialog is displayed automatically when Email Signature Manager detects that it is using a license from a previous version:



There are three options available:

- **Contact the Symprex server and upgrade my license:** When you select this option, Email Signature Manager will contact the Symprex licensing server and attempt to upgrade your existing license to the current version. In order for this to succeed, there must be an active maintenance plan for the license that is currently in use. If the maintenance plan has expired, you will need to contact Symprex or your reseller to restart maintenance and obtain an upgraded license. In some organisations, the computer you wish to license may connect to the Internet through a proxy server that requires authentication. If this is the case, click the **Proxy...** button to open the [Proxy Details dialog](#).
- **Enter a license for this version of the application:** Choose this option if you have already been supplied with the download key or license file for your the current version; this will open the [License dialog](#) and allow you to enter the details of your license.

- **Change my license locally to an evaluation license:** This option will change the existing license to an evaluation license for the current version, which means that you can continue using Email Signature Manager but subject to the evaluation restrictions imposed.

When you have selected the appropriate option, click the **Continue** button. Alternatively, if you do not wish to modify the license (for example, because you wish to reinstall the previous version to continue using your existing license), click the **Cancel** button.

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