



BrandQuantum: BrandMail

EMAIL BRANDING, SIGNATURES AND CONTENT ALIGNED. ONE TOOLBAR. COMPLETE BRAND CONSISTENCY.

Creating brands that resonate in the hearts and minds of your target audience requires the delivery of a consistent brand experience across every single touchpoint. Email is a critical business communication tool, and with the right branding, it can contribute to the overall brand experience and help drive business success. BrandMail®, developed by BrandQuantum, is a software solution that seamlessly integrates with Microsoft Outlook to empower every employee in the organisation to automatically create consistently branded emails via a single toolbar that provides access to brand standards and the latest pre-approved content.

SIMPLIFIED BRAND CONSISTENCY. BUSINESS COMPLIANT EMAIL COMMUNICATIONS.

BrandMail® is a cloud-based add-on application for Microsoft Outlook that ensures brand-compliant emails and content. Consistent email signatures are created and managed centrally to ensure seamless rollout and alignment from one employee to the next. Email signatures are tamper-proof and appear consistently across multiple platforms. Through BQBrandMe®, users can keep their details up to date and provide recipients with useful and relevant information tailored to your organisation and industry requirements. Recipients download contact information seamlessly to their devices.

MANAGE BRAND INTEGRITY. CREATE EFFECTIVE EMAIL CONTENT.

BrandMail® enables every employee to create brand and business compliant email communications by giving quick access to a common content library and brand standards, including email signatures, fonts and styles, working directly from within Microsoft Outlook. As your brand evolves, BrandMail® effortlessly facilitates changes

across email signatures, brand resources, banners, disclaimers and content. Marketing departments are empowered to quickly develop and share email content templates, enabling campaigns to be created and updated across the organisation instantaneously.

BrandMail® delivers:

- >> Consistently branded emails
- >> Tamper-proof email signatures which are centrally managed
- >> Access to the latest brand resources and documentation based on user roles and permissions
- >> Standardised email content that aligns with your brand voice and improves efficiency
- >> Seamlessly integrates with Microsoft Outlook
- >> Business compliant communications according to POPI Act and King IV
- >> Empowered staff that deliver consistent brand experiences
- >> Cloud-based platform allows brand compliance and management from anywhere at anytime
- >> Improved customer experiences, which drive the bottom line

DRIVE EFFICIENCY. DELIVER VALUE.

BrandMail® directly impacts your bottom line by driving employee efficiency and productivity. As a cloud-based solution, it is quick to implement, doesn't require any

upfront investment and creates value almost instantly. BrandMail® provides full reporting functionality, giving you insights to improve your decision making and measure ROI.

Technical Requirements:

- .NET Framework 4.6.1
- Windows 7 or higher
- Microsoft Outlook 2010 upwards
- Administration rights to install the software
- Internet connectivity to synchronise the required toolbars
- ±20MB installation file
- Toolbar storage space dependent on toolbar files

FEATURE	DESCRIPTION	BENEFIT
TAMPER-PROOF EMAIL SIGNATURES EXACTLY AS YOU WANT THEM	Develop email signatures in line with your brand specifications that look consistent, no matter which device or platform they are viewed on. Your signatures are tamper-proof and centrally managed. Through BQBrandMe®, users can update personal details for which they have permissions and provide email recipients with additional information such as links to social media platforms, birthdays, qualifications, certifications and more.	Leverage every email as an opportunity to brand consistently and minimise the security risks associated with the tampering of HTML signatures. BQBrandMe® allows users to take charge of their personal information whilst giving email recipients pertinent and brand-compliant information, helping you manage your brand's perception while creating brand and organisational efficiency.
CENTRALLY MANAGE BRAND STANDARDS IN MICROSOFT OUTLOOK	BrandMail® houses your brand standards from within Microsoft Outlook. Standardise your colour palette, fonts and email style sets. Include multiple brand themes.	Create consistently branded emails. Evolve your email communication dynamically as your brand evolves. Cater for geographic differences in brand standards such as language and format settings.
BRANDMAIL® TOOLBARS	A minimal installation file gives users access to toolbars and functionality from within Microsoft Outlook. Toolbars are synchronised from the cloud to the users' desktops and available offline. Users have access to brand standards and brand-specific content no matter where in the world they are.	Multiple toolbars mean users can switch between brands on the fly and access the latest brand content and productivity-enhancing features.
CLOUD-BASED ADMINISTRATION	The BQ Ignition Engine™ is cloud-based and is hosted securely on Microsoft Azure.	Administer your email signatures, user metadata, brand toolbars, documentation and user access through the console, which is available anywhere, anytime and anyplace.
PERMISSION-BASED BRAND ROLES	Different brand user roles allow different users to access various toolbars and documentation.	Give your team access to email toolbars, documents and content relevant to them.
CENTRALISED EMAIL BRANDING AND TEMPLATES FROM WITHIN MICROSOFT OUTLOOK	Enhance your email branding through tailored banners and campaigns which can be dynamically changed and automatically synchronised to all users. Standardise content for new emails and replies and ensure all users speak with one voice.	Don't just top and tail emails. Manage the visual elements of your brand, as well as your brand speak. Email content templates make users efficient and able to respond to queries much faster. Driven from within Microsoft Outlook means users see exactly what is being sent out. No surprises or risks associated with content being added to mails after a recipient hits 'send'.
CENTRALLY MANAGE YOUR STATUTORY INFORMATION AND MAIL FORMATS	Centrally manage statutory information such as company details, disclaimers and terms and conditions. Multiple signature options allow flexibility for multiple user roles. Create different signatures for new and reply emails too.	Ensure business compliance and manage the business risks associated with outdated or incorrect company information. Safeguard your brand integrity and commercial security. No re-routing of mails ensures POPI Act and King IV compliance.
CUSTOMISABLE SYNCHRONISATION	Customisable synchronisation intervals to keep your branding up to date. Customisable reporting.	Flexible synchronisation intervals allow you to cater for periods of high brand change, such as brand launches or macro-economic legislative changes.
REPORTING	Real-time audit trail of user activity, email communication generation and brand content usage.	Detailed reports provide valuable information regarding the usage of toolbars and email content. Enhance the efficiency and effectiveness of users and reward your brand champions. Quantify your brand integrity ROI.
SCALABLE AND FLEXIBLE	As a cloud-based solution, BrandMail® is quickly and easily set up and deployed.	Get your users up and running in no time, and dynamically manage toolbars, email signatures, and brand content as your brand changes and grows—rapid return on your brand investment.

ABOUT BRANDQUANTUM

BrandQuantum's innovative and secure brand consistency and integrity solutions help organisations overcome their critical brand implementation challenges and assist them in achieving brand consistency across multiple platforms. BrandQuantum's solutions include BrandOffice®, BrandMail® and BrandForms®, which ensure brand consistency at every customer touchpoint.

For more information, visit www.brandquantum.com

