

At **Plesner's** we have full control over the **content of all our emails**



For a big law firm like Plesner, it can be quite a challenge to control both the design and the contents of all their emails. Plesner chose to implement **eMailSignature™**, which helped them to achieve a notable improvement in their

level of communication and to ensure consistent usage of its valuable brand. However, Plesner still faced a number of challenges, including the need to send emails 'on behalf of' their lawyers, writing the necessary contact information correctly, easily and flexibly into the email in question.

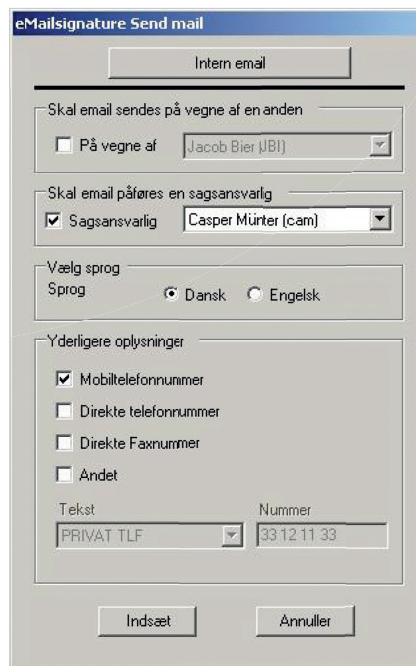
"We were using **eMailSignature™**, but we needed more. We needed to solve a challenge which we were always encountering, i.e. how to send emails 'on behalf of' other people, drawing their contact information into the signature when doing so. For example, we greatly wished to be able to write the name of the responsible partner in a case or to give a lawyer's direct telephone number. In our industry, this is an essential part of communication with our clients," says Lars Tølle, IT Manager at Plesner.

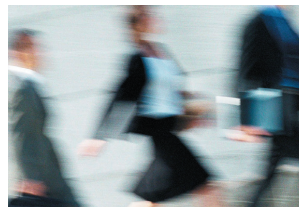
"When a law secretary emails something 'on behalf of' a lawyer, **eMailSignature™** automatically draws the contact information of the lawyer in question into the signature, so it looks like the email was sent by this person. This has improved the professionalism of our communication considerably.

Lars Tølle, IT Manager with Plesner

eMailSignature™ from BrandedMails is an incredibly flexible solution, which for example gives Plesner the opportunity to offer users a number of different signatures. Yet when a legal secretary's task is to send something 'on behalf of' many lawyers - all with different contact information - it is not enough, as you would need to choose from hundreds of templates.

'We had good experiences with **eMailSignature™**, so we started discussions with BrandedMails about the possibility of developing a dynamic and flexible solution for us based on eMailSignature. BrandedMails has delivered just that, and now we have a solution which is working well and saves the users valuable time', says Lars Tølle.





This solution means that the user can decide which information he/she would like to include in each and every email. If for example you do not want to include the name of a responsible partner or a direct phone number, you simply 'unclick' these fields; if you want to send an email 'on behalf of' a lawyer, his/her information is automatically shown. The lawyer in question can decide where 'on his behalf' may be used by choosing this option on his profile sheet on the Intranet. This solution supports emails in Danish and English.

"We are very proud of this solution. It is the most advanced of its kind, yet nonetheless, we and Plesner have succeeded in making it easy for daily use and simple for users to understand. We are really proud of this solution, which is based on our core technology, eMailSignature. We can also see that we've chosen the correct architecture, which makes it possible for us to tailor such a unique adaptation of our core product for our clients' benefit," says Bjarne Mess, Managing Director at BrandedMails.

"We save a lot of time by using this solution. It is easy to work with, and it requires virtually no maintenance," says Lars Tølle.

● ABOUT PLESNER

Plesner law firm in Copenhagen employs 300 people, including 160 lawyers, and covers all areas of business law. Plesner's vision is to be the best law firm - the natural choice for any Danish or foreign company needing advice on business law. To realise this dream, Plesner maintains a constant focus on quality, specialisation and further development of its know-how, continuity, strengthening its international relations, its work environment, and its recruitment.

● ABOUT EMAILSIGNATURE LEGAL EDITION

eMailSignature is the first email signature solution on the market, and has been a market leader for many years. eMailSignature Legal Edition is based on eMailSignature's core technology and is a tailor-made solution for the legal industry, which needs to appear professional and to protect their brand in email communication. Globally, several hundred millions of emails have been sent that were generated by eMailSignature. Seven of the TOP 10 law firms in Denmark already use eMailSignature.

“ eMailSignature™ Legal Edition is a tailor-made and extremely flexible solution, which satisfies the need to appear professional in all email communication, whether in new emails, replies to emails or when a secretary sends an email 'on behalf of' a lawyer. The solution supports all common mail formats and is integrated into the client's existing Intranet or Active directory.

Bjarne Mess, Managing Director, Branded Mails

