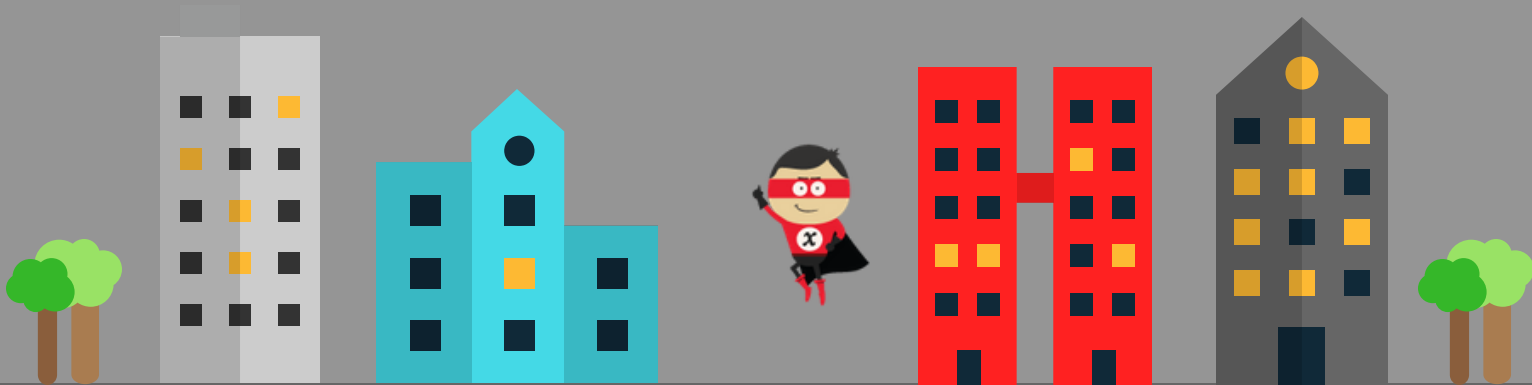


# SAVE TIME AND MONEY WITH CROSSWARE

## THE FINANCIAL BENEFITS OF CROSSWARE MAIL SIGNATURE



### SO, YOU WANT TO UPDATE YOUR EMAIL SIGNATURE?

IMAGINE YOU ARE PART OF A COMPANY OF **10,000** PEOPLE, WITH A PASSION FOR CONSISTENT BRANDING. YOUR MARKETING TEAM WANTS TO ADD A NEW EASTER BANNER TO EVERYONE'S EMAIL SIGNATURES...



We got you a little something for Easter...

Unwrap your Egg!

#### WITHOUT CROSSWARE MAIL SIGNATURE

**10,000**

EMPLOYEES WHO NEED SIGNATURES

**\$80**

AVERAGE HOURLY RATE

**00:15**

TIME SPENT UPDATING EACH SIGNATURE

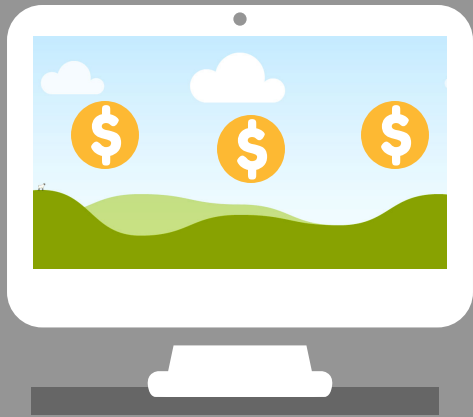


**2,500**

TOTAL HOURS WASTED ON MAKING ONE EMAIL SIGNATURE CHANGE

**\$200,000**

TOTAL COST OF TIME SPENT MAKING ONE EMAIL SIGNATURE CHANGE



SMALL SIGNATURE CHANGES CAN BE A HUGE TIME DRAIN FOR INDIVIDUAL EMPLOYEES. LUCKILY, **CROSSWARE MAIL SIGNATURE IS HERE TO HELP.**

CENTRALIZED MANAGEMENT MEANS NO MORE TIME WASTED CHANGING YOUR INDIVIDUAL SIGNATURES.

#### WITH CROSSWARE MAIL SIGNATURE

**\$42,000**

COST OF CROSSWARE MAIL SIGNATURE FOR 10,000 USERS

**\$158,000**

MONEY SAVED EACH YEAR, EXCLUDING EARNINGS AND VALUE GENERATED FROM ADS

**376.2%**

RETURN ON INVESTMENT

NOTE: WE DIDN'T ACCOUNT FOR THE ADDED VALUE OF CROSSWARE MAIL SIGNATURE'S UNIQUE FEATURES, ASSUMED ONLY ONE CHANGE PER YEAR, AND ONE DEVICE PER PERSON. THE REALITY IS LIKELY A MUCH LARGER SAVING / ROI.

