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## **Ogilvy Builds Converged European Communications Infrastructure with Cisco Systems Technology**

*Cisco Converged Infrastructure to Support WPP Group European Branch Offices  
with Wireless Network and IP Communications*

**LONDON, England, Aug 24<sup>th</sup> 2005:** Cisco Systems today announced that Ogilvy, a member of the WPP Group, is building an intelligent network infrastructure to support delivering converged services to Ogilvy Group in the UK and Europe. The new Cisco infrastructure will help provide IP communications initially to 800 users, support wireless network connectivity, and run Gigabit to the Desktop to support video and graphic intensive environments. BTSkyNet, a Cisco Certified Gold Partner, will work with Cisco and Ogilvy to support the project design and implementation.

Ogilvy's new network headquarters in Canary Wharf, London, will provide managed services downstream to UK Group sites and other European offices. Initially offices in the Nordics as well as Ogilvy's 5 other locations in the UK will be connected using Cisco Integrated Services Routers at local sites with central call management. Survivable Remote Site Telephony features provide a reliable way to help ensure telephony services can continue in the case of network interruptions.

As client teams evolve and new clients come on board, getting virtual teams productive in the shortest time frame is a key requirement for Ogilvy. With over 400 desktop and phone 'adds, moves and changes' required annually, the IT team needed a more scalable way to provide telephony services to the right desk. With the new Cisco IP communications system employees will be able to move their own extension virtually and access voicemail by simply logging in to the phone on their desk.

"We used to need to allocate internal resources on a monthly basis to manage the frequent changes to our communications infrastructure," commented Jamie McLellan, Regional Technology Director for Ogilvy EAME. "With the new communications system, users will be able to serve themselves and use any free desk, freeing up valuable IT resources and helping employees to be more productive, more quickly. Cisco softphones and the deepening and strengthening of our mobility should bring considerable cost savings and efficiencies, the introduction of wireless should bring a level of flexibility for both staff and clients not afforded today, making teaming, and collaboration more straightforward."

With multiple agencies forming part of the WPP group network, being able to provide a managed infrastructure from a central IT infrastructure was one of the considerations in the project. Using virtual LANs and integrated network security capabilities, Ogilvy is able to logically separate out different agencies, individual

client teams and even third party tenants renting space in the headquarters using one single consolidated network infrastructure.

As Ogilvy's studio and TV environment has evolved from analogue to digital workflow over recent years, the company needed to evolve to support providing fast access to our assets such as the 25,000 TV spots held in its digital TV archive. Running Gigabit Ethernet connectivity to design and production teams will help to increase staff productivity and speed the execution of their creative ideas on behalf of their clients.

"BTSkyNet has worked closely with Ogilvy over the past six years to provide support and services for its existing network and telephony infrastructure," said Neil Pemberton, sales director for BTSkyNet. "The implementation of a converged voice and data network provides Ogilvy with a unique opportunity to create a truly flexible and mobile workplace, using both wired and wireless technologies to deliver rich media applications."

"Ogilvy have recognised the value of consolidating and virtualising network resources to help support the group's future growth while controlling costs," commented Marilyn Mersereau, VP of Corporate Marketing for Cisco Systems. "In the advertising environment, Cisco's Intelligent Information network vision provides a blueprint for companies that need to ensure the productivity of their staff in delivering value to clients."

As part of the project, Ogilvy will upgrade and complement existing Catalyst 6500 series switches with supervisor 720 engines to scale network performance and support Gigabit edge connectivity and Power over Ethernet. IP Communications will be supported by Cisco Call Manager, Cisco Unity voicemail with Lotus Notes integration and SRST capabilities in Cisco Integrated Services Routers, together with Cisco 7960G IP phones and 7920 wireless IP phones. Cisco Aironet access points and Cisco Wireless LAN Solution Manager will form the foundation of the wireless network infrastructure.

### **About BTSkyNet**

BTSkyNet is a wholly owned subsidiary of BT with the capability to develop and optimise corporate network infrastructure. The company is dedicated to the design, supply, installation, support and maintenance of voice, video and data networks based on the latest network products and technologies. BTSkyNet is based in Oxford, with nationwide coverage. For further information contact [marketing@skynetsystems.co.uk](mailto:marketing@skynetsystems.co.uk).

### **About Cisco Systems**

Cisco Systems, Inc. (NASDAQ: CSCO), the worldwide leader in networking for the Internet, this year celebrates 20 years of commitment to technology innovation, industry leadership and corporate social responsibility. Information on Cisco can be found at <http://www.cisco.com>. For ongoing news, please go to <http://newsroom.cisco.com>. Cisco equipment in Europe is supplied by Cisco Systems International BV, a wholly owned subsidiary of Cisco Systems, Inc.

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