

Advertising Agency Transforms Communications Processes

Ogilvy & Mather upgraded to Unified Communications Manager 7.0 to give employees richer collaboration options all from one interface.

EXECUTIVE SUMMARY
<p>OGILVY & MATHER</p> <ul style="list-style-type: none"> • Advertising • New York, New York • 15,000 worldwide
<p>CHALLENGE</p> <ul style="list-style-type: none"> • Provide an excellent communications experience for employees and clients • Facilitate collaboration within distributed account teams • Support a mobile workforce • Attract creative employees
<p>SOLUTION</p> <ul style="list-style-type: none"> • Upgraded to Cisco Unified Communications System 7.0 • Gave employees the freedom to communicate with their preferred tools, all from one device
<p>RESULTS</p> <ul style="list-style-type: none"> • Enables innovative ways of working from any workspace • Lets mobile employees and telecommuters access office communications tools • Saves US\$15,000 monthly in toll charges and conferencing service bureau fees

Challenge

Excellent communications, both internally and with clients, plays a major role in the success of Ogilvy & Mather, a leading international advertising, marketing, and public relations agency, owned by the WPP Group. “To execute an effective advertising campaign, the right people in various locations need to come together at the right time,” says Ben Morris, senior partner and director of OgilvyWest IT. The agency maintains offices in 161 cities around the world and employs 15,000 people. Clients include Cisco, IBM, American Express, and SAP.

In 1999, Ogilvy & Mather led the advertising industry in adopting unified communications, deploying it when the Los Angeles office moved to a new building. Today, 15 global offices use unified communications, and the remaining offices are scheduled to follow. The agency IT group has upgraded Cisco® Unified Communications Manager several times to take advantage of new features that

reflect the changing work preferences of the agency’s global workforce. For example, in 2006, the agency upgraded to Cisco Unified Communications Manager 6.0 and Unified Presence Server 6.0 to take advantage of presence information, which lets employees consult an online directory on their laptop to see whether coworkers are available and how best to reach them.

In 2008, Ogilvy & Mather decided to upgrade again to address new business requirements:

- **More mobility:** Producers, account executives, and IT personnel want to use the same communications tools in the field that they use in their offices.
- **Single sign-on:** Employees save time if they can sign on just once to access all of their communications services.
- **Higher expectations from a new generation of employees:** “People drawn to the advertising industry want to work in new ways to accelerate innovation,” says Morris. “New college graduates, in particular, expect communications tools that give them the flexibility to communicate in the way they prefer: with voice, video, email, or instant messaging, on a phone, mobile phone, or laptop.”

Solution

In 2008, Ogilvy & Mather upgraded from Cisco Unified Communications Manager 6.0.1 to 7.0 and added Cisco Unified Personal Communicator and Cisco Unity® Connection. “Our main incentives for the upgrade were new features in Cisco Unified Personal Communicator and Cisco Unity Connection that help employees work more effectively,” says Morris. Approximately 500 employees have eliminated the need for a traditional phone by using their MacBook Pro laptops with Cisco Unified Personal Communicator, a desktop application that integrates all communications services that employees use frequently, including instant messaging, presence, voice message access, click to call, video, conferencing, user directory, and call history. With the upgrade, Ogilvy & Mather employees can take advantage of a sleek user interface and enhanced instant messaging capabilities, including a choice of fonts and colors. “Ogilvy & Mather is committed to providing a superior experience for our employees, which today means the Mac OS and Cisco Unified Personal Communicator,” Morris says.

“The entire upgrade [to Cisco Unified Communications Manager 7.0] took just three hours, including testing. We just downloaded the software, verified a few settings, and then performed the upgrade.”

—Ben Morris, Senior Partner, Director of OgilvyWest IT, Ogilvy & Mather

Using Cisco Unity Connection for voice messaging, employees can speak voicemail commands such as “Reply,” “Forward,” and “Call Sender,” a major convenience when managing office voicemail from a smartphone while traveling. And Cisco Unified Communications Manager 7.0 also lets employees use a single sign-in to access all of their Cisco Unified Communications services, including Cisco Unity Connection. This saves time each morning and reduces forgotten-password requests.

A veteran of several Cisco Unified Communications Manager upgrades, Morris says that the upgrade from 6.01 to 7.0 was by far the easiest. “The entire upgrade took just three hours, including testing,” he says. “We just downloaded the software, verified a few settings, and then performed the upgrade.”

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Results

Differentiated Client Service

Cisco Unified Personal Communicator is helping to transform the way that Ogilvy & Mather works with its clients, eliminating the barriers of distance and time. “We work in an environment where product messaging, filming locations, budgets, and schedules change constantly,” says Morris. “Cisco Unified Personal Communicator helps us respond more quickly because it aggregates all of our communications in one place and helps us reach people more quickly.” For example, a producer who urgently needs to know if talent has been found can look up the human resources (HR) representative’s presence status on Cisco Unified Personal Communicator before reaching out. If the HR representative is on the phone, the producer might choose to send an instant message rather than taking the time to leave a voicemail and wait for a response. And when employees do receive voicemail messages, they receive an alert in Cisco Unified Personal Communicator, including the caller ID, and can just click to listen and reply. “If an account executive is waiting for a call from finance to approve budget for additional talent, the account manager can listen to that message first instead of listening to all messages in the order received,” says Morris.

Account executives in the field can bring their office capabilities with them using Cisco Unified Mobile Communicator for smartphones. When they receive a voicemail message on their office phone, for example, they immediately see an alert on their smartphone. Then they can just click to listen to the message without taking the time to dial into office voicemail. If a client calls after normal business hours to request a video shoot the next morning, account executives find out right away, making it more likely they can fulfill the request.

“In the past, a phone was a phone,” says Morris. “Now, the device formerly known as a phone also supports video, contacts, instant messaging, call history, and unified messaging. Cisco Unified Communications creates an experience that was not possible five years ago and empowers us to do our jobs more effectively.”

Simplified Internal Communications

When two employees are chatting with instant messaging and want to include someone else, they no longer need to interrupt the session by switching to another device or user interface. Instead, they check the new individual’s presence information from Cisco Unified Personal Communicator for Mac and just click a button to escalate the chat session into a Cisco Unified MeetingPlace® collaborative session, which combines voice, video, web sharing, and chat.

Employees add video to Cisco Unified MeetingPlace sessions using either a Cisco Unified IP Phone 7985G or a MacBook Pro laptop with a built-in iSight camera. The ability to see colleagues strengthens the team feeling. And employees are constantly discovering innovative uses for the video capabilities on Cisco Unified Personal Communicator, such as aiming their laptop camera to show a potential backdrop for a film shoot.

Enhanced Support for Mobile Employees

Cisco Unity Connection provides speech recognition capabilities, making it much easier to manage voicemail from mobile phones, especially in states requiring hands-free operation while driving. “When I’m wearing a Bluetooth headset, I can just speak commands like, ‘Play Messages’ or ‘Forward,’” Morris says. Approximately six IT employees and several producers who divide their

time between the Los Angeles and San Francisco offices use a Cisco Unified Wireless IP Phone 7921, bringing it with them when they travel so that callers can reach them at their usual extension.

Recruitment and Retention Advantage

"We have gained a competitive advantage in attracting and retaining the best employees by providing the communications tools that enable people to work efficiently and creatively in the way they prefer, whether that's by phone, mobile phone, laptop, email, or instant message," Morris says. Cisco Unified Communications also makes it easier for the agency to offer a work-at-home option for talented professionals who do not want to move. Now they can conduct calls securely over the network, avoiding toll charges. And they can set their presence information to show when they will return, making it easier for team members to reach them.

Lower Costs

Ogilvy & Mather saves US\$5000 monthly in long-distance charges, because calls between the Los Angeles and San Francisco offices travel over the WAN. And using Cisco Unified MeetingPlace instead of an outside conferencing service bureau saves another US\$10,000 monthly. In addition, Morris estimates that the IT group saves 40 hours a month by not having to perform telephone extension moves, adds, and changes. Instead, employees who move to a new office simply bring along their Cisco Unified IP Phone or laptop with Cisco Unified Personal Communicator. They can begin using the firm's communications services in the new location as soon as they sign on.

Next Steps

Ogilvy & Mather plans to begin using Cisco TelePresence at the end of 2008, primarily for face-to-face collaboration with Cisco to plan advertising campaigns. By reducing travel, Cisco TelePresence will save time for Ogilvy & Mather team members, reduce costs, enable more frequent collaboration, and support both companies' green initiatives. The firm also plans to make it easier to reach mobile employees. The Cisco Unified Mobility single-number reach feature, built into Cisco Unified Communications Manager 7.0, will make an employee's office phone and mobile phone ring simultaneously. And with Cisco Unified Mobile Communicator, employees will receive notification that they have an office voicemail, including the caller ID, right on their smartphones and just click to listen. Finally, a planned upgrade to Cisco 802.11n wireless network will provide the performance needed for video over wireless.

Morris concludes, "By using the network as the platform for communications services, Cisco Unified Communications gives us the flexibility to introduce more sophisticated tools as we adopt new ways of working."

For More Information

To find out more about Cisco Unified Communications go to:

<http://www.cisco.com/go/unifiedcommunications>.

PRODUCT LIST**Switching and Routing**

- Cisco Catalyst 6500 Switches

Unified Communications

- Cisco Unified Communications Manager 7.0
- Cisco Unified IP Phones 7960G, 7985G
- Cisco Unified Wireless IP Phone 7921G
- Cisco Unified Presence
- Cisco Unified Personal Communicator for Mac
- Cisco Unity Connection
- Cisco Unified MeetingPlace
- Cisco Unified Video Advantage
- Cisco Unified Mobility

Wireless

- Cisco Aironet 1100 Wireless Access Points



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