

A photograph of two men in a modern office lobby. One man in a dark suit is pointing at a tablet held by another man in a blue blazer and jeans. The lobby has a high ceiling with a complex metal structure and large windows.

Global team connections minus IT headaches

Executive Summary

A major industry player with international reach, stake and influence, Interpublic Group (IPG), specializes in communication, media and digital marketing disciplines.

As a parent company to 85 marketing and public relations agencies based in over 100 countries, IPG needed a user-friendly and secure, web conferencing solution that would simplify how its global teams worked together and communicated with clients. The solution needed to scale to the unique needs of dozens of local offices with staff numbering from 12 to 120.

“In our industry, communication drives everything and we have to keep our global employee base connected. Webex had simple set-up and user-friendly options that mean we spend almost no time on service calls for it and have the flexibility to handle truly pressing IT needs.”

— **Mike Conway**, Area Technical Manager for Constituency Management Group (CMG), a wholly-owned unit of IPG

No stranger to using video conferencing, IPG had technology in place that was not utilized across the majority of its agencies, causing inconsistencies in quality and connections. With multi-million dollar clients who demanded the excellence that IPG is known for, coupled with the rapid office and staff growth, they needed a video conferencing solution that would grow along with the company, without sacrificing connections between team members, partnering agencies and its roster of clients.

Security proves to be the standout

IPG was familiar with Cisco's Webex reputation as a global video conferencing leader and it was one of the first options the team explored. And one major persuasive factor for IPG's selection of Webex was its Cisco-backed security features.

With numerous security demands in place to protect budgets, financial records, confidential correspondence and client materials, security features – such as the ability block access to a Webex Meeting room – made choosing Webex a “no-brainer”, according to Mike Conway, Area Technical Manager for Constituency Management Group (CMG), a wholly-owned unit of IPG and parent company to Golin, an IPG agency.

“Security is a high priority and our clients demand we meet certain criteria for compliance alone,” he said. “We have a lot of internal policies in place and the fact that Webex is backed by Cisco is simply huge.”

Flexible platform powers consistent collaboration

Although IPG is a global brand, its unique structure calls for smaller, more concentrated IT teams to manage day-to-day troubleshooting and regional technical concerns. On these

IPG Challenges

Simplifying how teams work together across international and domestic borders

Identifying a single, highly-secure and user-friendly solution with high adoption rates

Securing an easy-to-manage product that scales to individual office needs

local levels, IT teams can be responsible for operations at several small offices at various agencies, making the need for a scalable solution even greater.

“We’ve been using Webex for the past four years and it’s been intuitive and seamless,” Mike said. “All of our offices are using Webex in a way that works for their individual needs.”

A small team of three IT staffers that support offices across the United States, Mike and his staff enjoy the simple set-up and operability of Webex. The time saved frees up resources and enables the team to take care of other responsibilities.

“With the amount of work my team and I have – answering day-to-day IT questions, ensuring security protocols are followed, regular troubleshooting – and the meetings we have to attend, using Webex has proven to be a time saver when we need to work together and connect with other offices. Each of the agencies we support is different, so it’s critical for our collaboration solution to be reliable, secure and work across the different platforms and devices we all use,” said Conway. “Managing IT operations for different companies can be difficult, especially since we’re all in different locations. But using Webex simplifies our communication.”

Within the offices Mike and his team manage, including Golin’s Dallas-based location, Webex is primarily used for internal team meetings and client presentations. While Webex Meetings is one of the most highly-used Webex products, other Webex products are also used for agency training and events.

“We have a group in New York that uses it for training classes,” said Conway, referencing Webex Training Center. “We also use Webex for town halls and company-wide meetings. Whether we’re having a 500-person meeting or a five-person meeting – it’s the same setup. You set up one meeting and you’re good to go.”



As IPG grows, scalability will be critical

Moving forward, Mike anticipates IPG exploring continued opportunities to expand its Webex usage, with more than 2,500 user accounts active across the IPG network. IPG offices have also begun using Cisco Webex Teams (formerly Cisco Spark) a mobile application that has sped up time-sensitive design reviews and simplified how their creative teams work together. Already, the app has cut design reviews by 50 percent and helped an IPG agency manage a massive social media campaign during a major client event.

“We have a huge network to keep up and running. While we’re busy enabling everyone to do the work they do, there is little time for communication delays and we simply can’t afford to use solutions that need our constant attention,” Mike said. “Frankly, Webex products have made a huge difference across the board.”

“Out of all of the various platforms that I’ve interacted with, Webex is definitely the most stable,” he continued. “That is really important when you’re trying to conduct a virtual meeting with critical clients and prospects around the world.”

For More Information

To learn more about the Cisco solutions in this case study, visit www.Webex.com.

Solutions:

Webex Meeting Center

Webex Training Center

Cisco WebEx Teams
(formerly Cisco Spark)

Results

Cisco WebEx services empower collaboration across multiple devices and international time zones

Cisco Webex video conferencing simplifies communication with internal and external team members