



Advertising the success of technology

FirstClass™
User
Profile

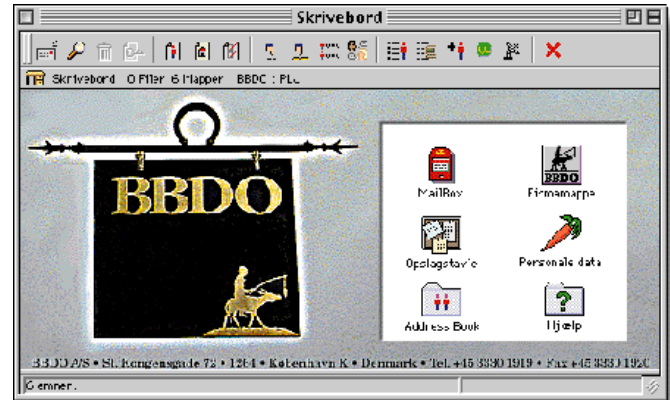
The Situation

BBDO Denmark is the country's biggest advertising agency, a division of BBDO World-wide, the 4th largest global advertising agency with 285 offices in 72 countries. As the agency works on global brands across several divisions, sharing client information is essential for providing a seamless service. Effective communication is paramount in this process. As a Mac based organization, BBDO used the Macintosh Quickmail system for all internal communications. However, the organization found that there were frequent problems with this system. Comprised of four separate divisions, in different geographical locations, BBDO Denmark experienced frequent problems; communications were lost, contact details were not always updated, memos were hard to distribute across all four sites and the network was not stable enough to send large, high quality documents which could be used for pre-press.

BBDO needed a system that would be easy to use and administer, in addition to offering cross platform compatibility, web access and connectivity, with the flexibility to suit many different users.

The SoftArc Solution

The IT Manager, Peter Jensen of BBDO Denmark, had been introduced to SoftArc's FirstClass Intranet Server (FCIS) when he worked as a systems consultant in Copenhagen, with POLITIKEN ON LINE, the biggest FCIS site in Denmark. On joining BBDO, Jensen set out to develop systems to put the agency at the forefront of technology in Denmark. After evaluating the solutions in place, and the overall requirements, Jensen opted for SoftArc's FirstClass Intranet Server.



"Although we have four separate sites, we work together very closely; many clients work with more than one of our divisions. We needed to operate a messaging system that allowed far more collaboration than simple e-mail, and would also free up the amount of excess information that was received by every employee every day."

FCIS was initially installed at BBDO Denmark A/S. After initial tests with one user group, FCIS was launched and operational the same day that Quickmail became inactive. On the day of the changeover, introductory training sessions were run for all employees explaining the differences between FCIS and Quickmail.

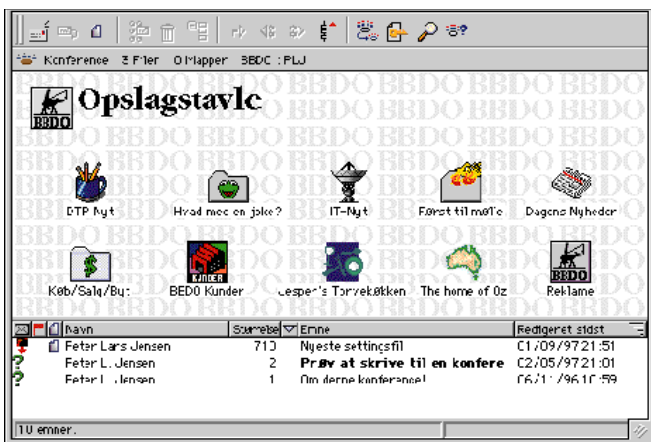
The Conclusion

Accessed by employees, providers and clients, FCIS has become an immediate success for many reasons. Because of cross platform compatibility, FCIS allows seamless communication between clients and colleagues. Conferences reduce the amount of mail arriving in each mailbox. Address books and contact details are shared across the entire organization, official information and guidance on anything from software to mobile phone problems can be accessed whenever necessary.

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“Our biggest problem with FCIS occurred before we installed the software. It is very difficult to explain the concept of conferences to people who are accustomed to e-mail. Users need to ‘pull’ the information they require, rather than have it ‘pushed’ into their mailboxes,” explained Jensen. “Now employees and clients alike are accessing the system around the clock, from all over the world with their Mac Powerbooks. By standardizing all formats, we are able to ensure that wherever they are in the world, clients and employees can view the latest ad layout, read copy, sample audio excerpts and even watch film clips.”

“The ability to work offline keeps costs down for mobile users, and the cross platform capability means that users can access work from just about anywhere.”



A customized FCIS conference used by BBDO

The Future

The continuing success of the BBDO Denmark FCIS Intranet has led to interest from other BBDO divisions across Scandinavia. Faced with the need for greater integration, in addition to clients that want seamless support across entire regions, not just individual countries, BBDO Denmark has been able to build on its experiences. This year, Jensen led a task force of Scandinavian technical personnel, to develop an FCIS based pan-Scandinavian Intranet.

Aiming to improve inter-Scandinavian co-operation, the FCIS Intranet will enable shared information by simply accessing the appropriate conferences. As well as improving both creativity and service, the Intranet involves clients in the creative process, allowing them to see the development of campaigns and projects. Access codes and passwords protect all clients from other visitors, and admittance to groups with confidential information or concepts can be limited to as few personnel as desired.

Currently based on Mac OS, the Scandinavian Intranet server will migrate to Windows NT on the launch of FirstClass 5.5, which offers support for FirstClass clients running on any Mac OS version.

For more details regarding FirstClass Intranet Server, please contact Principal Distribution Tel: 01895-456541