

BUSINESS NEED

Universal McCann (UM) is a global media communications agency delivering the “Next Thing Now” to the world’s leading marketers & strategic thinkers. The fast-changing media environment in which UM works demands that its employees have a finger on the pulse of what’s going on, not just in their respective markets & account groups, but globally across the industry. With a highly distributed workforce, UM found that thinking & experiences were often siloed & that expertise & ideas from one office could not be shared easily with other offices. UM sought to use Enterprise 2.0 & social computing technologies to greatly improve communication & the flow of information across its 90 offices in 66 countries. UM also needed to ensure that these technologies would integrate with its existing technology infrastructure & keep critical corporate information secure.

SOLUTION

UM considered a variety of social computing solutions, including consumer-based social networking products, but they fell short on business-specific features, internal systems integration, & security capabilities. After an extensive search, UM selected NewsGator Social Sites & Microsoft Office SharePoint Server 2007. Social Sites & SharePoint Server 2007 offered UM an enterprise-class social computing solution that integrated seamlessly with UM’s technology infrastructure & security protocols.

The combined Social Sites & SharePoint Server 2007 solution provides UM with an online destination that facilitates collaboration & content sharing across the global UM network. The social computing platform integrates Web 2.0 concepts such as social networking, communities, RSS, & blogging in an intuitive, easy-to-use interface. With the interface, UM employees can now quickly browse through the company’s intranet & find the latest content headlines, view the most relevant/popular portal content & easily learn about other employees at any office in the world. The social computing platform also enables employees to discover colleagues & subject matter experts, form social networks, & build communities based on areas of interest, rather than geography or project teams. The social computing platform enables UM to enhance each person’s effectiveness with the collective wisdom of the world-wide organization – driving significant business value.

“In order to deliver our clients the ‘Next Thing Now’ we must share & learn from our collective knowledge & experience. We found NewsGator & Microsoft’s social networking tools to be the ideal way to facilitate communication & knowledge sharing across geographic & division boundaries – leading to improved productivity & increased innovation.”



Quentin George
Worldwide Officer for Digital
Strategy & Market Innovation
Universal McCann

RESULTS

With the combined Social Sites & SharePoint solution, UM implemented a strategic social computing platform that delivered immediate business benefits while providing a technology that can easily expand & evolve as the organization’s needs change. The benefits & business results realized by UM include:

- Improved productivity & streamlined workflows
- Better collaboration & communication across the global UM network
- Increased innovation
- Lower technology complexity & support costs
- Improved compliance with corporate security & privacy policies
- Enhanced client service
- Ability to become a “smarter collective organization, faster”
- Increased adoption & usage of the intranet

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NEXT THING NOW

Case Study Highlights

Company

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Industry

Media Agency - Professional Services

Business Need

Facilitate collaboration, social networking, & information sharing

Solution

NewsGator Social Sites & Microsoft Office SharePoint Server 2007

Results

Lower technology support costs, improved productivity, & increased innovation

HIGHLIGHTED FEATURES

Social Sites & SharePoint Server 2007 provide UM with a secure social computing platform that delivers these & other features:

Social Networks

Automatically builds profiles of users based on actions they perform within the portal. Surfaces closest & recommended connections based on common RSS reading, community memberships, tagging, etc. Simplifies discovery of colleagues & subject matter experts.

Communities

Supports ad hoc formation of groups to facilitate cross-geography & cross-team collaboration, information sharing, & communication around client projects, interests, or activities. Communities enable members to engage in rich discussions, share documents, track activity, & surface relevant, dynamic content.

Content Discovery

Provides users with dynamic, fresh content. Surfaces the latest headlines; corporate announcements; colleague created documents, blogs, & wikis; & most popular/relevant intranet content. Enables users to subscribe to content with one click & receive content updates via web, portal, email, desktop, or mobile.



ABOUT NEWSGATOR SOCIAL SITES

NewsGator Social Sites provides behind-the-firewall social computing & enterprise RSS capabilities that lower IT support costs, improve productivity, & increase knowledge sharing. Social Sites integrates seamlessly with Microsoft Office SharePoint Server 2007 to enable enterprises to build communities & internal social networks while leveraging existing investments & maintaining appropriate security. Social Sites drives portal adoption by keeping content fresh & relevant, enhancing usability, simplifying content & expertise discovery & bringing users back through precision notifications. Social Sites features include tacitly built profiles; social network graphs; communities; advanced tagging & tag clouds; RSS feeds, subscriptions & management; notifications; & colleague tracking capabilities. For more information, visit: www.newsgator.com/Business/SocialSites/Default.aspx.

ABOUT UNIVERSAL MCCANN

Universal McCann (UM) is a global media communications agency providing Next Thing Now solutions for the world's leading marketers and strategic thinkers including Coca-Cola, ExxonMobil, Johnson & Johnson, MasterCard, Microsoft, Sony, Bacardi, L'Oreal and UPS. Part of the Interpublic Group of Companies (IPG), UM has 90 offices in 66 countries and over 2,800 employees with headquarters in New York. UM provides a full spectrum of media services including media and communications planning, digital strategy consultation, analytics and economic modeling and research and consumer insight. The company's mission is to deliver marketing innovation through media excellence. For more information, visit: www.universalmccann.com.

"Microsoft & NewsGator offered us an enterprise-class social computing solution that delivers the social networking features we need today while providing us with a platform that can easily evolve as our needs grow & change. In addition, their solution integrates seamlessly with our technology infrastructure & security protocols, helping to lower our support costs."



Jason Harrison
Worldwide Chief Information Officer
Universal McCann