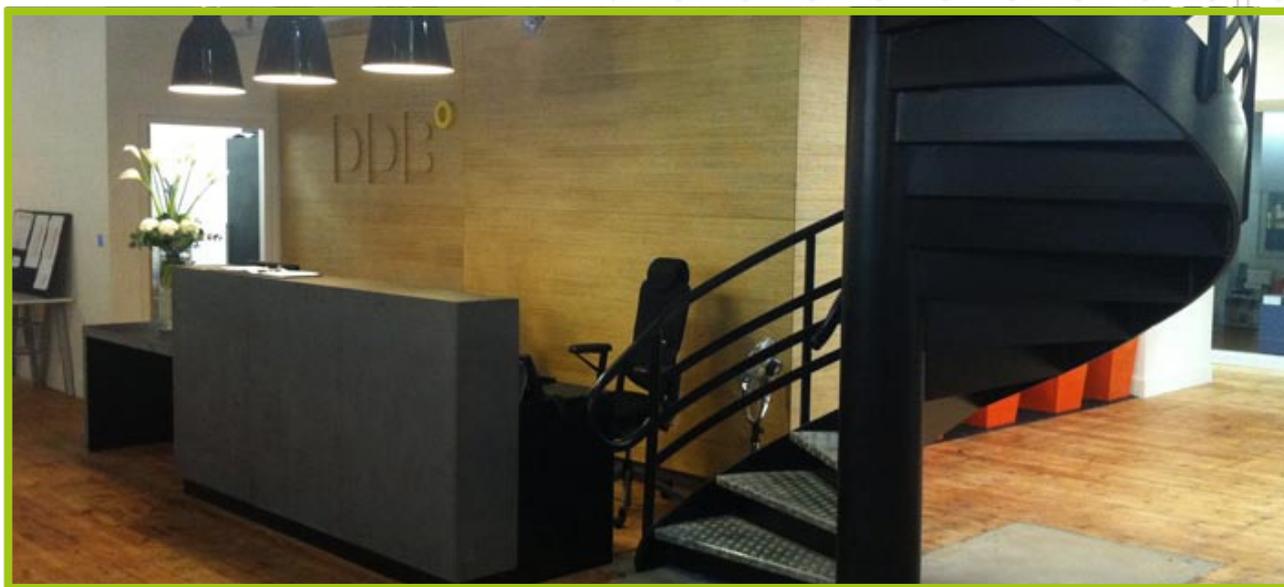


DDB USES GENIUS TO CREATE POWERFUL CONNECTIONS



Often regarded as the single most influential creative force in advertising's history, Bill Bernbach co-founded Doyle Dane Bernbach in 1949. His visionary approach revolutionised the industry and left a creative legacy that continues to drive the success of today's DDB.

Now with more than 200 offices in over 90 countries, they are the largest consolidated advertising and marketing services global network in the world. In the UK, DDB's integrated communication ideas help market-leading brands like VW, Marmite and Budweiser connect with consumers – and sell.

But these days, in a fast changing, fast-moving world, it's integrated communications of a different kind that play an equally important part in optimising DDB's business performance. Staying in touch with clients and colleagues, wherever they are, 24/7, is critical to efficiently delivering the best possible service.

That's why DDB UK chose Genius Networks, along with Genius business partner, G3 Comms, to design and implement a new integrated business communications solution that would keep them ahead of the game.

DDB^o

DDB USES GENIUS TO CREATE POWERFUL CONNECTIONS

The need for change

After embarking on a €7.5 million refurbishment of their six floor London offices, a fundamental part of DDB's programme involved upgrading their PBX system to a unified, SIP solution that would provide greater flexibility, improved functionality and lower operating costs. But with Cross Rail scheduled to undertake work on the nearby railway infrastructure, the new comms solution needed to incorporate the highest levels of resilience to guarantee business continuity in the event of lost connectivity.

Facing the challenges

Refurbishment work meant that up to 150 staff at a time had to relocate to other desks while each floor was finished. The new comms system on that floor then had to be installed, operational, and integrated with legacy technology running on other floors. Most of the work was completed at weekends before staff returned to their stations on Monday – and training was provided to ensure that everyone could immediately work with the new technology. The G3 team also managed the migration of services from existing carriers, BT, Verizon and COLT.

Creative about communication

Genius provisioned DDB's robust, data centre–hosted, dual SIP solution, which is supported by a failsafe ISDN30 circuit and wireless broadband connectivity. It provides the latest unified communications technology and incorporates sophisticated desktop and mobile applications from the Avaya suite.

The solution incorporates:

- > Deployment of two separate 6MB SIP circuits with two separate routers at Powergate Data Centre, allowing full failover against loss of primary circuit
- > Incorporation of COLT ISDN30 circuit as failsafe backup, including provision of a vector service that allows calls to dial through to a known extension
- > Provision of 2MB WiMAX wireless broadband access enabling calls via the SIP circuit to reach DDB's offices using a Virtual Private Network
- > Replacement of Ericson PBX with Avaya Communication Manager
- > Migration of fixed line voice services from three existing carriers, including billing, management reporting, line provisioning and maintenance, fault management and service level management

Delivering on expectations

Simon Burton, Head of IT at DDB UK, has been impressed by the way Genius and the G3 team tackled the project and with the performance of the new solution:

"When you're dealing with this scale of change in an environment where keeping people and processes connected is essential, you have to have complete confidence in the abilities of the people you're working with. Genius and G3 added value at every stage of this complex operation, especially in delivering new connectivity and bridging our legacy system with VoIP technology while our office infrastructure was refurbished."

"We're now looking at improving our mobile and remote working communication capabilities and reducing cost by up to 40% with new applications and platforms. We're also planning to create a mobile cell within our offices that will migrate mobile calls to VoIP and further reduce expenditure. It's an exciting journey and we're delighted to have Genius and G3 on board."

Get what you need, not what you're given...

genius!
geniusnetworks.co.uk
+44 (0)203 503 0414

Voted the most successful network provider of 2015

