

BT SmartNumbers Mini Case Study

WPP Mediaedge:cia

Mediaedge:cia is a leading media communications specialist with 199 offices in 79 countries. Part of GroupM, the world's leading full-service media investment management company, it is a division of WPP Group plc. Mediaedge:cia develops communications solutions for brand and corporate growth, maximizing every connection point between advertisers and their consumers on a local, regional, and global basis.



The Business Challenge

With important clients such as Canon, Colgate, Daimler Chrysler, Yahoo and others depending upon Mediaedge:cia for their corporate and brand communications, first class business continuity is vital.

Solution

Mediaedge:cia has gone live with the SmartNumbers Business Continuity solution. SmartNumbers Business Continuity is delivered as an 'on-demand service' from the public network.

In the event of network failure or other crisis, staff can work from their home, a temporary location or other offices. Essential voice-services, such as voicemail, hunt-groups and other services are available to them.

This service also includes broadcast messaging, allowing key messages to be relayed to the entire company or to teams, including employees, customers or suppliers.

Results

In addition to providing state-of-the-art business continuity, SmartNumbers Business Continuity has reduced Mediaedge:cia costs by removing further investment and dependency upon its PBX and enabling 'flexible working'. Employees can now work from any location while still having access to voice-services. Calls can be delivered to a person's primary location during times of normal operation and can be immediately switched to a second or third location during times of emergency.

“ In fact, the convenience of flexible working that the SmartNumbers service provides has been adopted by some of our users on a daily basis and not just for emergency situations. While this was an unexpected benefit of the service, it supports best practices since it means that in the event of any emergency the staff don't have to learn a new set of tools or processes. ”

Luigi Galluzzo, Mediaedge:cia