

Interactive Media Leader Builds More Collaborative Business

Worldmedia improves its customer service and boosts business agility, while cutting costs by 50 percent.

EXECUTIVE SUMMARY
<p>WORLDMEDIA</p> <ul style="list-style-type: none"> • Industry: Interactive marketing • Location: Miami, FL
<p>CHALLENGE</p> <ul style="list-style-type: none"> • Control communications costs and deliver more responsive service to online marketing clients
<p>RESULTS</p> <ul style="list-style-type: none"> • Single IP-based communications solution delivers powerful collaboration and messaging features, while trimming communications costs by 50 percent
<p>SOLUTION</p> <ul style="list-style-type: none"> • Cisco Smart Business Communications Solution supports all voice and data communications, as well as flexible messaging, on one easy-to-manage platform

Challenge

As a specialist in interactive media, Worldmedia strives to lead customers to commercial success on the Internet. Headquartered in Miami, Florida, Worldmedia provides clients and partner agencies a wide range of end-to-end solutions for online media initiatives. The company's skilled teams deliver in-depth, insightful market research and media planning, energetic technical and creative development, and innovative online marketing and customer relationship marketing offerings.

Communications is at the heart of Worldmedia's most important business processes. The company depends on its phone system and Internet access to interact with customers and power its core solutions for customers.

"We are an interactive online agency, and the Internet is key for us," says Dan Carrera, systems manager of Worldmedia. "If we don't have access, we are not working."

When Worldmedia made plans to move its staff to new offices in 2009, the company saw an opportunity to make all of its business operations more efficient, and to overcome the limitations of its previous network.

"Our old office was hampered by an aging analog phone system, no remote network access, and a patchwork network that had been put together over the years," says Carrera.

Worldmedia was looking for a solution that would provide phone access, WAN and Internet connectivity, inbound faxing, and local area networking, all in one platform that was simple to use.

"We wanted a system that would give us Internet access, as well as support for all of our communications," says Carrera. "We were on a tight schedule, so the solution would have to be one that we could implement very quickly. It would have to be very reliable, and easy to support and manage. And because our company is growing, we needed a solution that would support new offices in international markets."

"I lead a lot of our new business development, which often involves travel to meet with potential clients. Using Cisco WebEx web collaboration has helped us to significantly reduce our travel which saves us time and money."

– Susan Heeren, Director of Marketing, Worldmedia.

Results

To handle all of the communications needs at its new offices, Worldmedia chose the Cisco® Smart Business Communications System (SBCS). Designed specifically for growing businesses, this affordable solution delivers Internet access, phone communications, and sophisticated voice messaging, all on a single, easy-to-manage platform. Integrating the Cisco SBCS solution with Cisco Webex makes it easy for Worldmedia to collaborate with customers and business partners on the phone or on the web, for significant cost savings.

"I lead a lot of our new business development, which often involves travel to meet with potential clients," says Susan Heeren, director of marketing at Worldmedia. "Using Cisco WebEx web collaboration has helped us to significantly reduce our travel which saves us time and money. The Cisco solution's phone conference features also help us reduce conference service costs."

Built-in voice messaging lets employees receive incoming voicemails as email attachments, wherever the employees are working, so they can get back to customers and colleagues fast.

"The improved messaging means we don't miss a possible sales opportunity or a new client," says Carrera. "It's very good for building stronger customer relations, because we can immediately react to client issues. It also makes IT support more efficient, because I can check voicemail from wherever I am."



"When I'm traveling, I can check voice messages at the same time I check email, which has been a great benefit," adds Heeren. "In the past we have not been able to do that."

Business decisions can be made faster, because the solution's powerful message handling features let employees forward messages to coworkers in seconds, helping ensure that the right person always responds to a client issue.

"Voicemail forwarding has been a great help, because this communications feature lets me exercise a lot more control over issues that arise, whether it be a client with new requests, or appointments that need to be rescheduled," says Shane Phelps, agency coordinator at Worldmedia.

Moving Worldmedia's separate voice and data networks onto a single unified solution has helped the company control costs, unlocking a rapid return on its investment.

"In the past, we paid more than US\$3000 a month for total communications costs," says Carrera. "Now our consolidated voice and data bill is about 50 percent less."

Carrera and his team were pleasantly surprised that the Cisco SBCS was so simple to set up and manage. Designed for the unique needs of growing businesses, the solution includes intuitive web-based tools for making routine network changes.

Solution

Worldmedia chose Altek Computer Group, a Cisco Certified Partner in Miami, Florida, to develop a complete solution for the company's new office. Altek Computer Group is an expert at meeting the technology needs of small businesses, and was able to order and install the new system in just three weeks.

"We worked closely with Altek, and I must say they did an extraordinary job," says Carrera. "We had less than a month's notice before the move, and we started off with no wiring, equipment, or anything. Our representative was able to complete the deployment on schedule."

At the heart of the Cisco solution is the Cisco Unified Communications 500 Series for Small Business. This affordable communications appliance provides voice, data, voicemail, Automated Attendant, video, security, and wireless capabilities. Its built-in call-handling and conferencing features make it easy for employees to bring together the right mix of people, no matter where they are located.

“The MeetMe feature, which lets us set up conferences on the fly, is a very big asset for us,” says HeerenHeeren. “If I’m on the phone with a potential client, and we decide we need to conference someone in, we can catch them at that moment. The MeetMe feature has been very helpful in getting all the team members involved very quickly.”

“The Cisco solution has simply made our employees much more accessible,” adds Carrera. “At our previous office, we had a lot of issues with phones not working or calls being routed incorrectly. That hasn’t happened here.”

PRODUCT LIST

- Cisco Catalyst® 3560 Series Switch
- Cisco Unified Communications 500 Series for Small Business
- Cisco Unified IP Phones 7937, 7945, and 7965
- Cisco WebEx™

Employees outside the office can enjoy fast, secure access to their phone extensions and data network, whether they are working from home or on the road.

“I have set up a virtual phone at home, and pick up the phone just as I can here at work,” says Carrera. “I can securely log into the network with Cisco VPN, and check status to be sure all the servers are up and running. When I’m on the road, I use the Cisco IP Communicator soft phone to bring my extension with me.”

Acquiring the solution was easy as well, because Cisco offers flexible finance options that enabled Worldmedia to purchase the solution without a large, up-front investment.

“Cisco Capital was absolutely a big help for us,” says Carrera. “Zero percent financing made it very easy for us to build an affordable solution.”

Next

With its new office open for business, Worldmedia is already making plans to expand its solution to serve an international market.

“We are currently negotiating to open a new international office,” says Carrera. “If this comes to fruition, we are looking forward to placing a network extension there so employees can place calls just as though they were here in our office.”

The flexible Cisco SBCS was built to grow and change as business needs evolve, so Worldmedia can easily support new employees and offices well into the future.

For More Information

To learn more about the Cisco solution, visit www.cisco.com/smallbusiness or contact your authorized Cisco salesperson.



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV
Amsterdam, The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

CCDE, CCENT, CCSI, Cisco Eos, Cisco Explorer, Cisco HealthPresence, Cisco IronPort, the Cisco logo, Cisco Nurse Connect, Cisco Pulse, Cisco SensorBase, Cisco StackPower, Cisco StadiumVision, Cisco TelePresence, Cisco TrustSec, Cisco Unified Computing System, Cisco WebEx, DCE, Flip Channels, Flip for Good, Flip Mino, Flipshare (Design), Flip Ultra, Flip Video, Flip Video (Design), Instant Broadband, and Welcome to the Human Network are trademarks; Changing the Way We Work, Live, Play, and Learn, Cisco Capital, Cisco Capital (Design), Cisco:Financed (Stylized), Cisco Store, Flip Gift Card, and One Million Acts of Green are service marks; and Access Registrar, Aironet, AllTouch, AsyncOS, Bringing the Meeting To You, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, CCVP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Lumin, Cisco Nexus, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Collaboration Without Limitation, Continuum, EtherFast, EtherSwitch, Event Center, Explorer, Follow Me Browsing, GainMaker, iLYNX, IOS, iPhone, IronPort, the IronPort logo, Laser Link, LightStream, Linksys, MeetingPlace, MeetingPlace Chime Sound, MGX, Networkers, Networking Academy, PCNow, PIX, PowerKEY, PowerPanels, PowerTV, PowerTV (Design), PowerVu, Prisma, ProConnect, ROSA, SenderBase, SMARTnet, Spectrum Expert, StackWise, WebEx, and the WebEx logo are registered trademarks of Cisco and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1002R)