

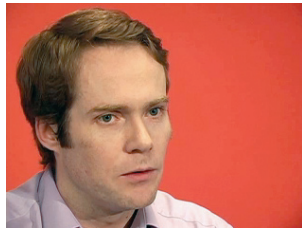
Ogilvy Collaborates Using Xinet Solutions

Challenge

Ogilvy & Mather London needed a way to manage the brands of blue-chip clients such as Ford, Castrol and Unilever, and to collaborate securely with Ogilvy offices in 106 countries.

Result

Now Ogilvy London is the central hub for its clients' images and brands, with files being easily and yet securely accessed from any location worldwide beyond the firewall.



“The ROI on the software was paid off within three months. When you factor in expense of the platform, it was covered within a year.”

Bill Lanyon, Head of Creative Systems

Solution

Working with London integrator Turning Point Technologies, Ogilvy chose and installed Xinet's FullPress workflow software and WebNative digital asset management solution to run on an SGI Origin 300 server.

Through a series of customized websites designed for each client and product, art directors approve shots, images, brands, and layouts wherever they are in the world. Clients then access the images and assets whenever they want through a password-protected website.

To view video case studies on BBDO, Deutsch, McCann Erickson, Ogilvy & Mather, TAG Publicis, TracyLocke and Young & Rubicam visit www.xinet.com.

For More Information, contact your Authorized Xinet Integrator or Xinet today.

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