

CASE STUDY

G4S Enhances Global Brand Control and Reduces Campaign Cycle Times



At a Glance

Company:
G4S

Industry:
Security

Summary:
G4S uses the WAM!NET submission icon on each marketer's desktop to submit new content over the Internet into a centrally hosted WAM!NET storage application for corporate approval and download over the Internet to regional offices.



G4S is one of the world's leading international security solutions group with operations in over 110 countries and over 570,000 employees.

They specialize in assessing current and future risks and developing secure solutions to minimize their impact. G4S works across a wide range of geographic markets, business sectors and are a major provider of risk management and protection to governments and major corporate customers around the world.

Challenge

G4S deploys many localized marketing campaigns around the world where digital content including images and videos created both centrally and regionally could be shared across their international offices. Many of these businesses however would not be aware of what digital content was available nor how to access this content quickly enough.

G4S often incurred unnecessary expenses when offices reproduced content that already existed. Additionally, it was unclear what usage rights and restrictions were relevant to the material. This resulted in some businesses re-using content which was obsolete.

The use of DVDs to distribute files between regional offices and headquarters was slow and created unnecessary delays in the deployment of local marketing campaigns. Several days were taken to ship files on DVDs from regional film and photo sessions to the corporate office for approval. Upon arrival at the corporate office, the photos and videos would remain on DVDs after approval

and placed into storage. Content was extremely hard to locate by corporate staff, and inaccessible by regional offices for repurposing.

Various solutions were investigated, including the use of FTP servers, however, with the FTP protocol marketing contacts were blocked from access due to local IT restrictions.

The WAM!NET Solution

The WAM!NET Service was chosen to provide a managed file transfer and storage solution for their marketing campaigns. On the hosted and fully managed WAM!NET Content Studio storage application, libraries were created and customized to the marketing group's requirements. A G4S branded WAM!NET Submission Icon was then installed on the desktop of each marketer across all offices, enabling them to submit new marketing content along with title and event information to the appropriate library over the Internet.

The searching and file preview features of Content Studio allowed the corporate marketing staff to quickly review and approve new content that had been uploaded. Once a file is approved within Content Studio, it becomes immediately available for authorized users in their regional offices to search and download directly over the Internet for use in local campaigns.

Content Studio is hosted in CenturyLink's own centers providing security and replication of data. The service and all users are fully supported by CenturyLink's global support teams on a 24/7 basis.

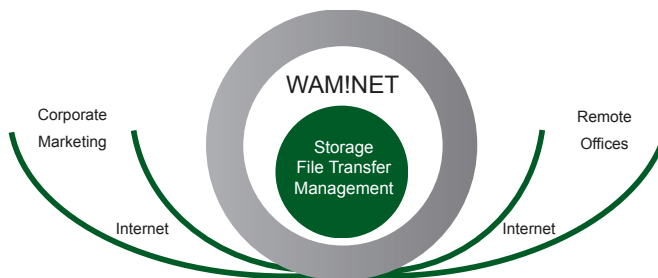
" It is great — it's so much easier and has saved me so much time — and frustration!"

Sarah Woodman Communications Executive, G4S

Benefits

G4S realized benefits of the WAM!NET solution immediately. The G4S marketing department reduced cycle times for the deployment of their local marketing campaigns, resulting in increased impact of the campaigns. Awareness of material availability increased and costs associated with unnecessary reproduction of images and videos reduced.

Authorized users in regional offices are able to search and download content directly over the Internet for use in local campaigns, and corporate guidelines are able to be enforced by the marketing team through centralized control of the content review and approval process.



For more information visit www.centurylink.com/enterprise.

Global Headquarters
Monroe, LA
(800) 728-8471

EMEA Headquarters
United Kingdom
+44 (0)118 322 6000

Asia Pacific Headquarters
Singapore
+65 6591 8824

Canada Headquarters
Toronto, ON
1-877-387-3764