M&C Saatchi simplifies collaboration across 20 offices globally

> M&C Saatchi is a fast paced organisation and Egnyte keeps up, bottom line.
>
> **—Alistair Roberts** | Director of IT

Challenge

M&C Saatchi's corporate philosophy, "Brutal Simplicity of Thought", has been the guiding principle behind successful ads for some of the world's most famous brands. Achieving the same type of simplicity in collaboration with ad production, campaigns, and marketing services without putting intellectual property at risk is a complex challenge.

M&C Saatchi must ensure that more than 20 offices around the world have consistent access to project files including high-resolution photos, videos, presentations, and project bids. The offices, however, did not share the same file infrastructure. Designers and account managers often resorted to unauthorized consumer solutions such as Dropbox and Huddle, putting sensitive content at risk.

"We had employees bringing in personal consumer services to share and work on files, some of which contained private and sensitive information," explained Alistair Roberts, M&C Saatchi's Director of IT. "We had no insight into where exactly these files were stored and who could view them."

AT A GLANCE

£25,000
annual savings

20
offices globally

2,500+
employees

> **"** I knew we needed to find a solution that offered more control and that could be easily used by everyone. Egnyte is that solution.
>
> **—Alistair Roberts** | Director of IT **"**

Project delays were also a risk without a centralized content architecture. By relying on email and cloud-only solutions to share documents—large design files in particular—users encountered bandwidth problems. Becoming more and more frustrated, they would often collaborate as individuals rather than with a full team, which created versioning confusion and a loss in productivity.

M&C Saatchi needed a solution that would enable users to share files from anywhere and any device globally while providing IT central management of who, when, and how that content is being accessed.

Solution

After looking at file-sharing services such as Dropbox, Box, and Huddle, Roberts knew he wanted a solution that offered a hybrid deployment model. When he discovered the Egnyte platform, he quickly determined that it matched M&C Saatchi's requirements for their distributed workforce.

Leveraging its existing VMware virtual server estate, M&C Saatchi deployed Egnyte next to its existing storage, syncing locally-stored files to the cloud and enabling real-time file sync across offices around the world. This allows employees in any office or remote location, on any device, to collaborate as if at the same location, with uninterrupted access to all project files.

Because Egnyte syncs data between on-premise storage and the cloud, users get the best of both worlds: local storage access to large files at LAN speeds and accessibility from anywhere. Instead of clogging network bandwidth downloading and sending large files, they can easily download a file or folder to their computer, make the necessary changes, and then sync the file or folder back to the cloud. Automated file versioning and email notifications help users avoid or resolve file-change conflicts, saving overall project time.

COMPANY

M&C Saatchi is one of the largest independent advertising agencies in the world with over 14 divisions that help create multi-media advertising campaigns that launch companies, breathe life into brands, boost careers and change consumer behavior. Founded in 1995 by brothers Maurice and Charles Saatchi, the agency now has more than 20 offices across the globe, including locations in London, New York, Los Angeles, Singapore, and Sydney. Its clients include Adidas, Coca Cola, Etihad Airways, Flora, Land Rover, Virgin Holidays, and more.

LOCATION

Headquartered in London, England. Over 20 Offices around the world..

INDUSTRY

Media & Advertising

CHALLENGES

Fast sharing of ideas and content from anywhere is critical for M&C Saatchi, and the company needed a more efficient way to share files, manage versions, and protect sensitive data. Without a central file infrastructure, designers and account managers were putting sensitive corporate content at risk by resorting to unauthorized consumer solutions such as Dropbox.

Results

M&C Saatchi is now enabling it's distributed workforce to efficiently work from anywhere and on any device. They have eliminated shadow IT caused by consumer grade cloud file sharing apps and are better protecting sensitive data.

In addition to these benefits, M&C Saatchi is saving over £25,000 pounds a year by eliminating the need for tape backup libraries alone. When files are synced from the company's on-premise storage to the cloud, those files automatically have a second copy.

In the event of on-premise failure, all files, including versions from the past 90 days, can be retrieved from the cloud. This capability reduced M&C Saatchi's reliance on expensive tape backups and established a low-cost, highly flexible business continuity solution, ensuring M&C Saatchi is "always on."

IT now has the single point of administration it needs for complete visibility into all private and shared content no matter where employees are working. Employees now spend less time thinking about how to collaborate and more time supporting its clients across the globe with "brutal simplicity of thought."

> With Egnyte we're able to securely store, edit, and share files between multiple offices around the world without running into bandwidth, file versioning, or access issues.
>
> **—Alistair Roberts** | Director of IT