



## CASE STUDY: DDS

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**Ray Lear, European Data Centre Director, DDS.**

# DDS: SETTING THE STANDARD IN COMMUNICATION

## HQ RELOCATION LEADS TO TECHNOLOGY OVERHAUL FOR INDUSTRY-LEADING ADVERTISING SOFTWARE AND SERVICES BUSINESS

**Donovan Data Systems (DDS) is the leading systems and software provider to the advertising industry. Headquartered in the UK, it employs approximately 1,000 people in offices across Europe and North America.**

Through its industry-standard products BrandOcean and MediaExplorer, DDS processes millions of transactions, supporting advertising agencies, media specialists, broadcasting sales companies, advertisers, PR firms and recruitment and direct response agencies worldwide.

Having worked in close partnership with the marketing communications industry for almost 40 years, DDS prides itself in constant innovation and the implementation of new technology to stay ahead.

### A NEW HOME

Having been headquartered in its London offices for 25 years and with the lease expiring, DDS decided to relocate and upgrade its business systems at the same time. As the 220-strong UK-based workforce had almost outgrown its premises, DDS turned to newly completed London landmark The Blue Fin Building for its new global HQ.

The Blue Fin Building, named after the 2,000 blue aluminium fins that cover its external

surface, is based on London's South Bank and was completed in April 2007. To match the high-tech design of the location, DDS wanted a state-of-the-art communications network, according to Ray Lear, European Data Centre Director at DDS.

"We were moving from an office spread over six floors to a fully open-plan space – everyone from the chairman down is effectively in the same room," he said. "We wanted wireless voice and data across the whole floor, to enable people to move freely around or take a call into a meeting pod without having to transfer the call or disconnect from the network. Mobility in the new office was a key factor."

### SPACE TO EVOLVE

Although everyone at DDS has a specific desk allocation, the office is divided into specific zones, with a diner at one end for networking, brainstorming or relaxation. In addition, any home workers that need to come into the office on an ad hoc basis can use a meeting pod with wireless voice and data with no need for technical support or setup.

DDS also has 30 contact centre agents based in the UK office who provide second-line support for users of its products. As it offers free support to its user base, Lear needed a solution that would boost

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productivity of the team and allow them to respond quickly.

Touchbase's solution provided DECT headsets to all call centre staff, allowing them to move away from their desk to talk to a specialist, should they need to, during a call.

In addition, a voice recording capability will ensure a higher quality of service thanks to the ability to be able to review calls and monitor specific problems and their resolutions.

### SERVICE CENTRED

Over the years DDS had moved from a mainframe to distributed computing environment and back. Hosting the advertising industry's most powerful software tools in-house meant that Lear's team needed to ensure the bandwidth and servers are exceeding expectations at all times.

"Touchbase has provided us with a neat solution – including

bandwidth gains thanks to a fibre link and a return to a centralised computing environment."

"We needed a mixture of resilience, speed and convenience. That's quite a tall order – but Touchbase designed a solution that not only met our business objectives in the UK, but will provide the blueprint for our future operations."

### TRAINING FOR THE FUTURE

To bring the entire workforce up to speed on the new technology, Lear arranged for 50 'super users' to be trained up by Touchbase. The super users will then pass on their knowledge to the rest of the teams. In addition, floor walkers were present in the first week of implementation to help those with specific issues on the spot.

Lear said: "A smooth rollout was critical, as we needed to minimise disruption to the business. The training period has suited our needs, with no problems during the implementation phase and the entire team is responding well to the improved equipment and access to services and features."

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### BUSINESS GOALS

• Resilience and speed, as DDS supports the advertising industry's most powerful software and services

• Convenience and portability, for permanent staff, mobile workers and the contact centre team to operate efficiently in a brand new HQ

• Predictable budget and future-proofed returns – all via a model that can be rolled out worldwide

• An enhanced customer service experience thanks to seamless communications across the business

• Built-in flexibility that allows DDS to grow and change as it takes advantage of new systems and technology

### TECHNICAL DETAILS

**Data:**  
Dual 6509-E  
(Core), quadruple 4948, 10  
3560 48 port (Access Layer),  
30 Wireless AP, Wireless  
Control server x 2, ACS,  
Firewall Services Modules,  
Cisco Works.

**Voice:**  
Dual CallManager 5.1, dual

gateways, 180 7921 Wireless  
handsets, 30 7971G-GE,  
Unity for 250 users, Proteus  
Office.

**Contact Centre:**  
Express 4.5. 25 agents,  
NICE Voice Recording for  
permanent voice recording  
on four extensions, MX  
Digital Wall



## **ABOUT TOUCHBASE**

Touchbase is a global technology services company working with its clients to optimise the way they communicate.

Its absolute obsession is to drive tangible business outcome through the intelligent use of modern communication tools. To do this Touchbase leverages its capabilities to discover, design, deliver and optimise advanced communication solutions to meet set expectations. The technology employed provides a foundation, upon which collaboration, mobility, customer contact and business intelligence solutions are then effectively implemented and utilised.

Touchbase strives for consistency in delivering an exceptional client experience through a fast and flexible operating environment and a unique company culture, driven by talented and energetic people. For over 15 years Touchbase has optimised the communications of over 650 organisations across 60 countries through coverage in Asia, Australia, Europe and North America.