

## SUCCESS STORY

### Global Ad Agency Creates Inter-office Visual Collaboration Climate



Sq1 Digital Marketing cuts more than 70 percent of business travel with InFocus video meetings

Collaboration is critical in the advertising industry to ensure each member of the account team is communicating the right brand messages, at the right times, in the right places and using the right vehicles. But collaboration doesn't always come easy in the fast-paced, high-intensity environment that advertising agencies invoke; where deadlines and multiple client needs constantly pull team members in different directions. Compound those challenges with a staff of 150 spread across six worksites and high-profile clients like Dr. Pepper, the Portland Trail Blazers, Michael's and Travelocity and you'll understand a bit of what digital marketing agency Sq1 faced.

#### Business Challenge

Constant travel between locations to facilitate face-to-face collaboration was expensive and unsustainable and e-mail and audio communications were not effective enough.

#### Solution

Instituted InFocus 121 video calling for face-to-face collaborative meetings using Mondopads in each conference room and MVP100 video phones on desks.

#### Results

More than 70 percent less inter-office meeting travel meant money saved while increasing team communication, engagement and productivity.



*“When first presented with the idea of face-to-face video calling I thought, ‘I can do business just fine on a cell phone’ but once you’ve experienced it there’s no going back. You miss so much with just audio; it’s a drastic difference.”*

Gabe Winslow, Partner, Sq1

## The Challenge

According to Gabe Winslow, a partner at Sq1, business is simply better when done face to face. That's thanks to the value of non-verbal communication and the more personal feel that accompanies viewing someone's expressions, mannerisms and presentations live. In order to do their creative work face to face, like many companies, Sq1 employees had to settle for expensive inter-office air travel, which was not only costly financially but also in lost work time. Gabe would travel from his Portland, Oregon-based office to the agency's Dallas location at least twice a month for key client and agency decision-making meetings. He soon realized they needed to make a change. Sq1 needed to find a way for its employees to continue to creatively engage with one another, without wasting billable hours and budget on airfares. Initially, Sq1 tried audio-only teleconference calling but found that it lacked the personal feel and engagement they desired. That wouldn't do. Face to face was the priority.

## The Solution

The agency recognized that meeting over video is the future of global business and began investigating ways to implement video conferencing.

Sq1 tried software-based video calling solutions, like Skype, for meetings with employees in its European offices, and found the video quality to be choppy with calls cutting out and dropping frequently. Then Sq1 investigated dedicated videoconferencing systems from companies like Cisco and LifeSize and compared them to the 121 Video Calling service that InFocus offers with Mondopads and MVP100 video phones.

"Ultimately we chose to move forward with the InFocus solutions because Mondopad offered easy, smooth, HD video calling plus four to five times the functionality we would get with the others," said Winslow. "The other systems offered video conferencing but the Mondopads are significantly less expensive and didn't just give us the video calling, they also have digital whiteboarding and screen sharing."

At first, Sq1 deployed two Mondopads – one for the Portland office and one in Dallas – but soon realized its value in aiding collaboration and added three more Mondopads for other conference rooms. The agency also added more than a dozen MVP100 video phones paired with InFocus 121 Video Calling to deliver true-to-life, face-to-face video calls.

## The Results

Sq1's value proposition is that it is quick and nimble so it can maximize opportunities for its clients. InFocus' collaboration solutions have enabled Sq1 account teams to maximize that value. The agency has saved money and increased nimbleness and collaboration beyond its expectations.

"The Mondopads alone cut our between-office travel by 70 percent and the video phones cut it even more," said Winslow. "I haven't been to Dallas in six months because I can meet 'in-person' every day if needed and develop strategies in real time."

In addition to hosting internal creative and planning meetings over the video calls, Sq1 uses Mondopad during new business presentation pitches, for meetings with media representatives and even creates art on the Mondopad digital whiteboard to welcome visitors to their offices. The MVP100 also empowered Sq1, which previously would not hire remote employees, to hire a talented creative director who lives too far to commute and can't relocate. This director, who leads some of the agency's major accounts manages the account teams remotely via 121 Video Calling and screen sharing without any performance drop.

In short, Sq1 leveraged InFocus devices and services to create a collaboration system that works for its worldwide team.

*"The way InFocus enables our agency to clearly connect with one another face to face from our six different locations throughout the world helps us to be more cohesive and builds more trusting teammate relationships, resulting in better work."*

Gabe Winslow, Partner, Sq1