

**Company:**

J. Walter Thompson

Website:www.jwt.com**Industry:**

Media

Solutions:

- Digital Content Services

Key Impacts:

- Reduced delivery time from up to 17 days to just minutes
- Eliminated manual duping of tapes and CDs
- Completed implementation in less than 30 days
- Enhanced service to clients and partners significantly

Managing the Global Ad Agency

In 2000, J. Walter Thompson (JWT) set out to create a globally accessible digital repository for all of their client's completed work. Managing such brands as Ford Motor Company, Domino's Pizza, and Shell Oil Company, JWT needed to find a way to more efficiently store and distribute resources to globally diverse clients. Paul Dalpiaz, Partner, Director WW IT, described their process this way:

"We used to move material to tape or CD and distribute it manually. Between the point of transferring media to a digital format and shipping it around the world, it could take as long as 17 days to reach the people who needed it. Those kind of delays weren't good enough for our clients."

In addition, JWT was spending too much on outdated storage and file-sharing capabilities. TV ads, radio spots, and massive amounts of competitive content needed to be immediately accessible, but the cost of maintaining that kind of infrastructure was rising to millions annually.

"We wanted an infrastructure geared toward advertising and brand management; not a build-it-yourself or vanilla system that had to be force-fit to our operations. We looked at gazillions of products. Only WAM!NET had the infrastructure to provide a global solution that fit our needs."

Starting at the Finish Line

With a fully-managed global network, JWT only needed to connect their partners and clients to WAM!BASE. In less than 30 days, WAM!NET implemented storage, security and the sophisticated back-end system needed to connect every point in JWT's supply chain.

"Lots of other agencies are still building their entire digital asset management systems from the ground up. That has put us far ahead of the competition," said Dalpiaz.

J W T

Global Awareness

All new material is placed into WAM!BASE the day it goes to print or broadcast. Employees, clients and partners in 90 countries rely on the tool to keep up-to-date on the latest ad breaks and share valuable competitive information. The powerful search engine locates files fast, complete with preview thumbnails, video storyboards, audio/video previews, hi-resolution images and documents delivered to a desktop in minutes.

“WAM!NET is revolutionizing our business because whoever has access to our Intranet can access finished work immediately.”

Making It Their Own

Because WAM!BASE is built on open XML technology, the API allowed Dalpiaz to link all of the WAM!BASE functions to a custom user interface. Instead of training thousands of employees to use a new tool, JWT customized it to fit their existing web portals. The result was a simpler migration to the new technology, saving hundreds of thousands of dollars. This alone accounted for a nearly instantaneous return on investment.

“Lots of other agencies are still building their entire digital asset management systems from the ground up. That has put us far ahead of the competition,” said Dalpiaz. “We were able to get where we are today because we chose WAM!NET.”

**- Paul Dalpiaz
Partner, Director WW IT
J. Walter Thompson**

**For more information
about Savvis, visit
www.savvis.net or
call 1.800.SAVVIS.1
(1.800.728.8471).**

EMEA
Savvis UK Limited
Tel +44 (0)118 322 6000

ASIA PACIFIC
Savvis Singapore
Company Pte Ltd
Tel +65 6768 8000

JAPAN
Savvis Communications K.K.
Tel +81.3.5214.0151