havas

REVIVING GROWTH AT A GLOBAL ADVERTISING COMPANY

Havas is a multinational advertising company that operates in more than 100 countries with 17,000 employees. Havas clients include well-known brands such as Air France, Coca-Cola, GlaxoSmithKline, Hershey's, Hyundai, IBM, Kraft Foods, McDonalds, Pfizer, Santander, and many more. However, new business growth at Havas was nonexistent and the firm was surviving solely off existing accounts.

Havas' 500 strong marketing team distributed across 20 global offices was responsible for new business pitches and growing existing accounts. Each local marketing team had their own file server that was not accessible to colleagues in other offices. Because of this environment, local teams could not share or find relevant case studies or institutional knowledge, and executive leadership did not know which pitches were created or shared with clients.

The lack of collaboration and sharing across distributed teams lead to poor quality pitches, frustrated prospects, and lost deals. Leadership mandated marketing to find a way to improve collaboration and knowledge competitive advantages, eliminate duplicate work, and improve revenue growth.

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DOCURATED HAS REVOLUTIONIZED THE MARKETING AND NEW BUSINESS FUNCTION AT HAVAS. WITHOUT IT, WE WOULD NEVER HAVE BEEN FAST ENOUGH TO RESPOND TO AND WIN A $750K RFP.

– ALEXANDRA WOOD,
GLOBAL PRODUCT DIRECTOR

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Why Docurated?

Havas evaluated 4 solutions before partnering with Docurated. There were three primary drivers of this selection.

1. Complete content coverage

Docurated was the only solution that could provide Havas with complete content activity and coverage across all time zones. Havas introduced Docurated as an intelligence layer to sit over all existing content repositories providing teams around the globe with a single access point to the most relevant content – regardless of where is was stored.

2. Two-week deployment

All other solutions were new content management systems that necessitated additional admin headcount and disrupted how employees worked. Docurated was the only solution that allowed Havas to leave its content where it lived and leverage its existing infrastructure while scaling to support enterprise complexity.

3. Precision search and content recommendations

A relevancy calculation sifts and ranks content and presents precise information to users. All activity, even activity by users not provisioned on Docurated impacts how the recommendations system works. Docurated's precision search engine surfaces the most relevant content – regardless of where it's stored.

BENEFITS

- Thanks to faster and more effective RFP responses and pitches new business grew 22%.

- A dramatic improvement in marketing productivity facilitated by seamless sharing of knowledge and content across global offices.

- Docurated gave management complete visibility into what content is created, how it was presented to clients, and the outcomes of those presentations.

Docurated was integrated with each office's file server and content was discovered, indexed, and made visually available to all marketers. The Docurated solution did not require any changes to employee workflows or infrastructure, synchronized relevant folders on each office's files server, and leveraged each server's existing permission sets.

A New Business Center of Excellence

In less than two months Docurated became the single source of truth. The RFP and pitch process became seamless, with marketers using simple keyword searches and navigating specific topics (a visual organizations feature of Docurated) to find and use the most relevant content from across the globe.

ABOUT QUARK SOFTWARE INC.

Quark Software Inc. develops a content automation platform that helps large organizations streamline the creation, management, publishing and delivery of business-critical content. Our solutions automate the process with reusable Smart Content components that can be dynamically assembled and delivered with precision in any format and to any channel — web, tablet, mobile, print, and more. As a result, leaders in industries such as finance, manufacturing, energy, and government can reduce costs, save time, improve consistency and make their content brilliant.

To find out more about Quark Enterprise Solutions visit **www.quark.com**

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