

# DDB: A history of creating powerful connections



The new reception area at Bishop's Bridge Road.

## DDB<sup>o</sup>

**August 2011 was a special month for the advertising business. It marked the 100th Anniversary of the birth of a true icon and the real, original 'Mad Man' – Bill Bernbach. Widely regarded as the single most influential creative force in advertising's history, Bernbach co-founded Doyle Dane Bernbach in 1949.**

His visionary approach, based on communicating a relevant product truth in a simple and compelling way, revolutionised the industry and left a special creative legacy that continues to drive the success of today's DDB. Now with more than 200 offices in over 90 countries, DDB Worldwide Communications Group Inc is the largest consolidated advertising and marketing services global network in the world. In the UK, DDB's integrated communication ideas help market-leading brands like VW, Marmite and Budweiser connect with consumers - and sell.

But these days, in a fast changing, fast-moving, deadline dominated world, it's integrated

communications of a different kind that play an equally important part in keeping DDB's business at optimum performance.

Staying connected with clients and colleagues, wherever they are, 24/7, is critical to delivering the best possible service in the most efficient way. That's why DDB UK recently chose G3 Comms to design and implement a new integrated telecoms solution that would keep them ahead of the game, whatever the circumstances. The brief was challenging, but as Mr. Bernbach once said, "The magic is in the end product."

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## All change please. All change

DDB approached G3 in early 2010 after taking the decision to embark on a £8.5 million refurbishment of their six floor London offices in Bishop's Bridge Road, Paddington. A fundamental part of the programme involved upgrading their traditional PBX telephone system to a unified, SIP solution that would provide greater communication flexibility, improved functionality and lower operating costs.

Above all, with Cross Rail scheduled to undertake extensive work on the nearby railway infrastructure, the new telecoms system needed to incorporate the highest levels of resilience to guarantee business continuity in case of any damage to cabling and potential loss of connectivity.

### A moving experience

The project presented G3 with some significant challenges. Building refurbishment was planned to take place floor by floor with up to 150 staff at a time having to relocate to other desks within the building while work was carried out on their floor. Somehow, G3 had to ensure that as each floor was finished the new telecoms system on that floor was installed, operational – and seamlessly integrated with the old technology still running on other floors.

Tight timescales left G3 with barely more than a weekend to set up each floor before staff returned to their stations on Monday morning. With different systems and unfamiliar hardware sitting on their desks, there was also the issue of minimising any downtime by making sure that everyone could immediately work with the new technology.

On top of this, G3 was tasked with managing and co-ordinating the migration of services from DDB's existing carriers, BT, Verizon and COLT. This meant quickly understanding and resolving complex contract and technology issues so that project timings were not compromised.

DDB premises at  
Bishop's Bridge Road.



### Delivering on expectations

Simon Burton, CTO at DDB UK, has been impressed by the way G3 tackled the project and with the performance of the new solution:

*"There were huge logistical, technological and managerial challenges that came with this brief and the help we've had from G3 has been invaluable in making the transition to our new state-of-the-art system as smooth and painless as possible. They were never afraid to take total responsibility and their project planning skills and management has been outstanding from day one."*

*"When you're dealing with this scale of change in an environment where keeping people and processes connected is a business essential, you have to have complete confidence in the abilities of the people you're working with. G3 added value at every stage of this complex operation – from dealing with our incumbent carriers and consolidating their services, to bridging our legacy PBX system with new VoIP technology while our office infrastructure was refurbished. Their technical assistance, out of hours support and staff training also made life a lot easier."*



SUMMARY OF  
WORK COMPLETED

- Replacement of Ericson PBX with Avaya Communication Manager.
- Migration of fixed line voice services from three existing carriers to G3 Comms, including billing, management reporting, line provisioning and maintenance, fault management and service level management.
- Deployment of two separate 6MB SIP circuits with two separate routers at Powergate Data Centre, allowing full failover against loss of primary circuit.
- Incorporation of COLT ISDN30 circuit as failsafe backup, including provision of a vector service that allows calls to dial through to a known extension.
- Provision of 2MB WiMAX wireless broadband access enabling calls via the SIP circuit to reach DDB's offices using a Virtual Private Network.

## Creative about communication

DDB's new, robust, data centre-hosted, dual SIP solution is supported by a failsafe ISDN30 circuit and wireless broadband connectivity. It provides the latest unified communications technology and incorporates sophisticated desktop and mobile applications from the Avaya suite. But as Simon explains, there are still more challenges ahead for G3:

*"We've come along way in the last 18 months and are now looking at improving our mobile and remote working communication capabilities and reducing cost by up to 40% with new applications and platforms. We're also planning to create a mobile cell within our offices that will migrate mobile calls to VoIP and further reduce expenditure. It's an exciting journey and we're delighted to have G3 on board."*

## About DDB UK

# DDB<sup>o</sup>

Part of the Omnicom Group, DDB UK is a London-based,

world class integrated communications agency employing nearly 400 people with expertise in the areas of advertising, digital, direct and experiential marketing. With a host of household names for clients, DDB is passionate about creativity and since 1999 has been the most Awarded Agency in the World according to the Gunn Report.

[www.ddbuk.com](http://www.ddbuk.com)

G3 Comms - *Always in front*

Market-leading enterprises around the world depend on G3's specialist skills and expertise to deliver seamless, end-to-end converged communication solutions that extract maximum value from technology investment. With advanced network engineering capabilities, outstanding technical support and accredited partnerships with the world's most innovative technology vendors and network service providers, clients trust G3's expertise on both sides of the firewall and rely on their ability to plan, implement and maintain the most sophisticated mission-critical technology.

For more detailed information about G3's services, please call: +44 207 075 1400

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