

Designed for global communications



Omnicom Media Group – Minerva House, London

It takes a lot for any business to consistently perform well on the world stage. But when your business is marketing communications, a special blend of dynamism, guile and creativity is necessary to overcome the ever-changing challenges of delivering global success.

For Omnicom, the world's largest advertising and marketing communications group, that success has come from building a geographically balanced network of international operations offering carefully selected business disciplines that meet the varying needs of clients in different countries. The company's client-centric approach has helped it identify emerging trends in time to leverage new business opportunities and stay ahead of the game.

Founded in 1986, Omnicom now manages a portfolio of market-leading businesses including three top global advertising agency networks, BBDO, DDB and TBWA. With a worldwide network of more than 1,600 national advertising agencies and marketing services companies, and a media group that includes two of the world's premier providers of media planning and buying services, Omnicom businesses deliver services in over 30 marketing communications disciplines to more than 5,000 clients in 100 plus countries.

>>>



Structured for high performance

Omnicom's structure and business processes, particularly procurement practices, have also played an important part in sustaining its impressive global performance. For example, by aggregating the Group's purchasing volumes on significant categories of expenditure such as travel, technology, telecommunications, office facilities and client project resources, Omnicom Strategic Supply Programmes provide operating companies with savings on quality products and services from industry-leading partners. Managed by Strategic Alliance Services (SAS) International, Omnicom's strategic sourcing division, the programme provides consistently competitive pricing on a broad range of products and services with extensive geographic coverage and local support.

Keeping Omnicom connected

Telecommunications are obviously critical to Omnicom's global business activities. Ensuring that every company within the group is well connected with the latest technology is essential for optimising productivity, improving collaboration and delivering world-class client service. You can't run a global communications business without the very best global communications solutions, which is why Omnicom rely on the skills and expertise of G3 Comms and the Aura Alliance to plan, implement and maintain their Avaya telecommunications systems around the world.

G3's relationship with Omnicom started in 2006, working with Omnicom Media Group and TBWA in London. Since then, the scope of work has expanded considerably through G3's membership of the Aura Alliance with a framework agreement for telecommunication services that's now in place across Europe, Asia, Australasia, South America and the Middle East, as well as preferred supplier status in the US.

One consistent service

Founded by G3, the Aura Alliance comprises 50 certified members and a network of over 3,000 Avaya-accredited individuals in more than 100 countries, providing 90+% global coverage. Working with Avaya involvement to Avaya standards and with solid contractual commitment between members, the Alliance is equipped to design, deploy and manage the most sophisticated converged communication solutions for multinational corporations anywhere.

"G3's early work within the Group gave them good credentials for developing their role with us," explained Emma Brewster, Project Manager SAS International for Omnicom Group. "As founding partners of the Aura Alliance, the largest Avaya-accredited alliance in the world, the quality of G3's work and their global scalability through the Alliance fitted perfectly with our strategic procurement programme model. There's one central point of contact and co-ordination for every project, no matter where it's undertaken, but all work is delivered by local partners to our local Group company and transacted in local currency as part of one seamless service.

"The agreement simplifies the deployment and management of our telecoms services and reduces business risk by allowing the Group to benefit from standardised pricing and consistently high service levels around the world. Working with G3, who look after all our UK requirements, and the Aura Alliance also takes away a huge administrative burden. The integrated systems and processes they have developed provide SAS with worldwide consolidated financial quarterly reporting so it's straightforward for us to track, analyse and allocate expenditure across the Group."

>>>

Expanding capabilities

The original telecoms framework agreement was designed to cover work throughout the Omnicom Group involving Avaya products and services but has recently been extended to add a portfolio of other G3 services on a pan-European basis, including Conferencing solutions, SIP services, Virtual Contact Centres, Virtual Data Centres and European Billing solutions for lines and calls.

"We've been impressed by G3's contribution and performance over the last few years," continued Brewster. "They've always delivered exceptionally well on Avaya projects but we're also aware that their capabilities go much further. The telecoms and network-delivered services that Omnicom companies across Europe can now access through G3 reflect important innovations in the communications market and we want to ensure that the Group is able to extract maximum value from these best-of-breed solutions."

SUMMARY OF SERVICES

- Planning, implementation and management of Avaya products, services and systems for Omnicom Group companies across Europe, Asia, Australasia, South America and the Middle East
- Conferencing solutions, SIP services, Virtual Contact Centres, Virtual Data Centres and European Billing solutions for European Omnicom Group companies
- Consolidated billing and financial reporting

About Omnicom Group

Omnicom Group is a leading global advertising and marketing communications services strategic holding company. Omnicom's branded global agency networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

www.omnicomgroup.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

www.g3comms.com

