



Huddle

Customer Case Studies



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Huddle offered by InterCall is applicable to all markets, sectors, types of organisations and roles. These are just a few examples of how organisations are already using Huddle to work better together by allowing them to conduct more efficient meetings.

HOW COLLABORATION BECAME CONTAGIOUS

Contagious is a quarterly magazine and DVD, a weekly newsletter, an information feed, an events organiser and a brand consultancy investigating the latest and most innovative exercises in branding, design, technology and popular culture. They are widely regarded as a leading authority in non-traditional marketing exercises and have a genuine passion and enthusiasm for tracking the changes in today's media climate. Contagious started using Huddle in November 2006 to manage individual projects and connect their growing network of partners and collaborators. The aim was to use Huddle to act as a central repository for all on-going projects where users, regardless of location or time zone, could securely collaborate on materials and documents relevant to their brief.

"Huddle is a convenient way for a creative business like ours to manage global relationships in an efficient and economical way. It's a lot less messy than email and has quickly become an important part of how we conduct our day-to-day business. Anyone who's ever tried to keep track of a million document changes, tried to unite a group across different companies in different time zones or simply wished they hadn't left that file on their desktop at home should be using it," Paul Kemp-Robertson said.

WINSTON & STRAWN: HUDDLING UP WITH CLIENTS

Winston & Strawn LLP is an international law firm with 950 attorneys among 11 offices including Chicago, Geneva, London, Los Angeles, Moscow, New York and Paris.

Winston & Strawn in London are Huddle.net's lawyers and a customer. The London office uses Huddle's unified collaboration platform to manage client projects and share legal documentation online. For the lawyers advising on emerging technology, Huddle is a focal point for the management of documents for its emerging technology clients who have embraced it. It proves particularly useful for the lawyers who travel extensively and require access to documentation online. In addition, managing all documentation via Huddle helps them to keep track of the latest document versions and eliminates 'reply all' email threads.

"Initially, we used Huddle during Huddle.net's series A round of funding. There was so much documentation going back and forth and using Huddle made it much easier to keep track of what was going on. Today, we recommend it to our emerging technology clients" said Barry Vitou, corporate partner, Winston & Strawn.

KERRY FOODS: MANAGING AGENCIES MADE EASY

Kerry Foods, the company behind Wall's sausages and Cheesestrings, uses Huddle as a central database for marketing materials. The food manufacturer uses up to eight agencies at any one time and managing that process can be cumbersome, especially keeping track of files during a particularly busy period of promotional activity.

Marketing controller David Warren says that Huddle has supplied him with a hosted system that allows the company to house all of its artwork, images and video files on one platform, offering remote access to all stakeholders. "Huddle allows us to manage - from the very first brief right through to the final [product] packs - from one location. Is it not better that I, the client, house all the material rather than house it in seven different places through seven different agencies?"



RUFUS LEONARD: WHERE CLIENT EXTRANET MET SOCIAL NETWORKING

Rufus Leonard is a UK-based brand and digital media consultancy whose clients include BT, Shell, Accenture and Travelex. In early 2008, the company expanded to Dubai. They use Huddle as a fully branded client extranet, connecting all the relevant teams, files and discussions internally and externally to deliver their work without wasting time and effort sending large files via email. Control and ease of use were key to Rufus Leonard's requirements for an extranet and Huddle was able to provide everything they needed and more. They were able to get all their internal staff and clients trained and using Huddle within two weeks from launch and were instantly proving the benefits of working more efficiently and professionally.

RIGHT TO SIGHT: NON-PROFITS HUDDLE UP

Right to Sight's mission is to eradicate the global crisis of preventable blindness through the use of proven, leading edge techniques in cost recovery, training and surgical practice. As a non-profit working all over the world they need one central, secure place for all project executives and managers to keep documents and manage their country's projects.

The internal use of Huddle has successfully done this by "bringing our team from all around the world to one place" said Rosie Kennedy, administrator, Right to Sight. She continued, "This is possible because of the streamlined communication of documents, ideas and plans no matter what country you are in. Be it in Africa or India, the information is easily accessible when required."