



## About DataVox

DataVox is an award-winning Cisco Gold Certified Partner based in Houston, Texas. Established in 1988, DataVox works with customers to design, implement, and maintain customized communication solutions and services such as IP telephony, data networking, structured cabling, video conferencing, network security systems, advanced services, and web-based collaboration tools including Cisco WebEx online meeting solutions.

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—**Kyle Kraus,**  
**managing director,**  
**The Food Group Digital**

## Agency Transforms Business Model with Webcasts and Video

The Food Group works with a trusted partner to deploy online meeting tools and triple webcast production capacity.

### Challenge

With \$40 million in annual billings, The Food Group is one of the leading marketing firms serving the food industry. A subsidiary of the multinational communications conglomerate WPP, The Food Group has created specialized marketing and advertising campaigns for some of the largest food brands, including the PepsiCo, Tabasco, and Kraft Foods. The Food Group has offices in New York City, Tampa, Chicago, Los Angeles, and Buffalo, New York.

As an agency that operates in a fast-paced, deadline-driven advertising environment, The Food Group must communicate campaign concepts to its clients quickly and clearly. “Advertising and marketing is a visual business, and we need to show clients what designs will look like in real time,” says Kyle Kraus, managing director of The Food Group Digital, the company’s interactive unit. “When we can direct clients to give us specific feedback, it accelerates our project cycles and we can deliver final campaigns more quickly.”

The Food Group also wanted to create a webcast production service for its customers and expand its ability to host its own company web events. “We had worked with Cisco WebEx online solutions to produce two webcasts highlighting food industry developments that were very successful,” Kraus says. “We knew that we could open a profitable marketing channel by offering customers a webcast production service. But in order to do that, we needed to expand our production capabilities.”

Based on his prior experience, Kraus knew that the company could use WebEx® to accommodate large web events and deliver content rich-presentations. He turned to DataVox, an award-winning Cisco® services partner, to implement a company-wide deployment strategy. “We wanted to aggressively expand The Food Group’s business model and provide even better client service,” he says. “I knew that DataVox would help me make the decisions to help the company grow.”

### Results

With guidance and assistance from DataVox, The Food Group deployed WebEx solutions to all of its offices and helped ensure that every account manager could use the tools. The implementation has had a dramatic impact on The Food Group, allowing the company to triple the number of webcasts it produces for customers and create a new, highly profitable web event production unit for the agency. “DataVox demonstrated the solution’s scalability and recommended that we expand our use of WebEx, so now we have a model that gives us the flexibility we need to meet our business goals,” says Kraus. “We can offer webcast production services to our customers, and we’re selling those services actively and competitively. By turning to WebEx, we’ve established a completely new business channel.”

Along with new sales opportunities, The Food Group has used WebEx® to create webcasts that build and showcase its own food industry expertise. “We use WebEx to produce our own webcasts that feature nutritionists, chefs, and other experts who talk about hot topics in the food business. There’s a lot of demand, so if people miss an event, we provide recordings so they can go back and watch it later,” Kraus says. “These events



## Summary

### Customer Name

The Food Group

### Industry

Food marketing

### Location

New York, NY

### Number of Employees

50

### Challenge:

- Deliver interactive rich-media presentations to global clients
- Create new service offering by increasing capacity to produce customer web events
- Facilitate staff collaboration and project continuity across five office locations

### Results:

- Tripled number of webcasts produced for customers
- Created highly profitable web event production unit
- Cut travel costs while improving productivity and responsiveness

### Solution:

- Video features build strong client relationships
- Web-based application allows real-time presentation of video and other large media files
- Production services provide guidance for developing best practices for webcasts

have positioned The Food Group at the forefront of the industry, and people look to us to provide leadership and expertise in the field.”

WebEx collaboration has also allowed The Food Group to improve communication with clients and increase productivity while significantly cutting travel costs. “With WebEx, you know you have more options to finish projects faster,” Kraus says. “Instead of traveling all over the country, we can save time and money by meeting online.” Using web-based meetings to reduce travel is also helping The Food Group meet corporate environmental objectives. “We monitor our carbon footprint and have to submit monthly reports on our waste output. WebEx has definitely helped us reduce our emissions.”

Kraus points out that clients have also noticed the company’s increased efficiency, a factor that gives The Food Group a distinct advantage when competing with other vendors. “Even though we do more remote meetings, clients still get hands-on, interactive experience with our campaign materials and they can give us immediate feedback,” he says. “The time we save can be reinvested into other parts of the business.”

## Solution

After exploring several web-based collaboration tools, Kraus selected Cisco WebEx solutions based on their usability and their reputation for quality. Cisco WebEx Meeting Center provided the right level of interactivity for internal and external meetings, while Cisco WebEx Event Center could easily accommodate large online events. “The reliability of the applications made them stand out,” he says. “With help from DataVox, we were able to implement WebEx at our five office locations and the connectivity is always stable, whether we’re communicating with staff across the hall or a client who is overseas.”

DataVox helped ensure a smooth deployment process and The Food Group was able to begin producing customer web events quickly. “DataVox had all of our offices set up to use WebEx within a week, and it was easy for everyone to learn how to use it,” says Kraus. During the implementation, Kraus and his team also discovered the added value of Cisco WebEx Production Assist. “When we started producing more web events for our customers, WebEx Production Assist was there to help us every step of the way. They did a great job training us and helped us develop best practices we still use for every webcast we produce. The service from the team has been fantastic.”

The Food Group also relies on WebEx to deliver robust presentations that include video, Flash, and other rich media elements to global clients. “The connectivity is excellent, so we’re able to confidently show global clients the full range of elements in campaign concepts,” Kraus says. “We use WebEx to demonstrate video elements in our presentations, but we also use video during meetings to make a personal connection with clients. When you can put a face to a name during weekly project meetings, everyone gets to know each other and you build much stronger client relationships.”

## Next Steps

In the future, The Food Group plans to start using the company’s own webcasts as a lead generation tool. “The web events we’ve done so far have been very successful, so we’re going to use the features in WebEx to track registrations and pursue new leads,” says Kraus. “With WebEx, we can reach new audiences of any size anywhere in the world.”

## For More Information

To find out more about Cisco WebEx solutions, go to <http://www.cisco.com/web/products/webex/index.html>.

## Product List

Cisco WebEx