# Empowering creativity.

The Havas IT team simplifies access to creative software and services for global agencies.

**HAVAS**

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*Jeff Marshall, Global Deputy CIO, Havas North America*

## SOLUTION

Adobe Creative Cloud for enterprise

## RESULTS

👍 Easy management of **GLOBAL** licenses

✔ **QUICK** deployment of software creative teams need

🌐 Gives designers the **FREEDOM** to work from anywhere

🕐 Gained **HUNDREDS** of hours to research new technologies

Boston Havas Village

## Havas

Established in 1835

Employees: 19,500

*www.havas.com*

### Havas Worldwide

*www.havasworldwide.com*

### Arnold Worldwide

*http://arn.com*

### CHALLENGES

- Connecting global teams with creative tools and technologies
- Quickly and easily install, update, and track software
- Keep software up to date to support productivity and creativity

## Connecting teams and technologies

Havas is one of the world's largest creative groups, specializing in advertising and marketing campaigns that help top brands build meaningful connections with customers. Within Havas Worldwide and Arnold Worldwide, two agencies in Havas Creative Group, the creative professionals bring the ideas but it is the IT teams that make it possible for them to keep up with client demands, meet deadlines, and always deliver their best work.

Connecting global teams and giving them the tools and technologies they need to bring great ideas to life across a range of channels is no easy task. Nobody knows this better than Jeff Marshall, Global Deputy CIO of Havas North America, Brian Laborde, Head of Creative Technology at Havas Worldwide New York, and Evan Shore, Vice President and Creative Systems Manager at Arnold Worldwide.

The ability to quickly and easily install, update, and track software on the computers of both employees and freelancers around the world was a mere dream for the Havas IT team just a few years ago. Today, that dream is a reality. The Havas IT team has transformed a process that took months into one that takes just a couple of days. The result is an environment where everybody wins—IT, creative professionals, and especially clients.

## Global minds for global brands

One key to Havas' success is its global network of creative and media agencies that brings together the best creative minds to dream up better ways to tell stories and capture consumers' attention. Think Dos Equis' Most Interesting Man in the World and Progressive's favorite insurance salesperson Flo.

*But what does it really mean to tap into the power of a global network?*

In the simplest sense, it means that employees are literally located everywhere, from the Americas and Europe to Africa, the Middle East, and Asia. But even more, it means Havas and Arnold can seek out and hire the best and brightest people, no matter where they are. Even though employees working on a client campaign aren't in the same offices, they still need to effortlessly work together from anywhere at any time for the good of their clients.

## Room for improvement

Previously, keeping everyone current on the latest software was time-consuming for IT staff and interrupted the work of creative teams. Remote employees and freelancers only complicated things further. Employees either lost time traveling to offices for updates, or those using older software had problems working with people using newer versions, resulting in more calls to the help desk. These issues, combined with the hassle of counting licenses and managing passwords, left IT feeling like they were fighting a losing battle.

> "Since I can focus less on managing software, I'm free to uncover time-saving features like Creative Cloud Libraries or Assets."

*Brian Laborde, Head of Creative Technology, Havas Worldwide New York*

"I spent up to 45 minutes installing software on each computer—then multiply that by a few hundred employees and add on travel time between locations," says Laborde. "Just getting people on the latest software versions was a monumental effort."

## In the creative flow

When Marshall joined Havas as Global Deputy CIO he supported the existing decision to move to Adobe Creative Cloud for enterprise. Having previously worked for another services firm, he knew firsthand the importance of giving employees the tools they need to work quickly and collaboratively.

The creative professionals at Havas Worldwide and Arnold Worldwide love to brainstorm, tweak designs, and try new ideas. What they don't love is anything that slows down their creative flow. For years, they've relied on Adobe creative software to come up with captivating designs and campaigns. With Creative Cloud for enterprise, teams now get quick updates to the software they need to work together without missing a beat. IT benefits as well with the Adobe Enterprise Dashboard and single sign-on capabilities that make software management easier than ever.

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## Focus on experience, not technology

When consumers click through the Dos Equis online interactive masquerade party video or decide to book a Carnival Cruise after tapping on a Facebook mobile ad they don't relate the easy-to-use experience to an ad agency making smart software decisions. And that's a good thing for Havas and Arnold, where the focus is on putting creative ideas and experience—not technology—front and center.

"Our creative teams didn't used to have a lot of time to experiment with technology," says Laborde. "Fortunately that's changing. Since I can focus less on managing software, I'm free to uncover time-saving features like Creative Cloud Libraries or Assets. These discoveries directly benefit our creative teams who can work faster, share ideas easily, and in the end achieve better client results."

## Improving employee access

The ability for IT to get out of the business of manual, hands-on software management is improving employee access to software. Today, users can download apps as needed, without waiting days for IT to fill a request. A full self-service model is unusual, but empowering employees pays off with a big drop in calls to the help desk.

"In a way it seems Adobe's culture aligns nicely with our own—their constant innovation keeps adding to our productivity."

*Evan Shore, Vice President and Creative Systems Manager, Arnold Worldwide*

## SOLUTION AT A GLANCE

· Adobe Creative Cloud for enterprise.

· Services: Creative Cloud Libraries, Creative Cloud Assets

"Our culture is built on pushing limits, whether that's in creative or IT," says Shore. "Letting employees get their own products and updates would be scary for a lot of other organizations, but it's a great fit for us. In a way it seems Adobe's culture aligns nicely with our own—their constant innovation keeps adding to our productivity."

## Beyond 9 to 5

Whether employees are in an office or working remotely, they all have the option to download Adobe software to a second computer, so they can further explore their ideas whenever inspiration strikes. Because licenses are managed centrally, Havas can grant or suspend access with just a few clicks.

"We have about 50 remote employees just at Havas Worldwide New York, and it's great that everyone can follow the same easy process and access software, as soon as they need it," says Laborde.

## Balancing act

For Havas and Arnold creativity is a business advantage. They invest in both people and technologies to help them create lasting, high-impact ad campaigns. The creative professionals provide the talent and ideas and IT gives them what they need to bring great ideas to life in print, TV, video, mobile, kiosks, and other channels.

"Adobe Creative Cloud for enterprise gives us a powerful mix of control and freedom," says Marshall. "By enabling us to better manage and deploy software, we're giving creative and IT teams the tools and time to experiment more. We have some of the world's most inventive people and when we give them the right tools, there's virtually no limit to what they can do."

**For more information**
*www.adobe.com/creativecloud/business/enterprise.html*