



# CASE STUDY

# JAVELIN

Innovative agency “lives and breathes” within Central Desktop to juggle tasks and collaborate on creative

## Highlights

### THE PROBLEM

Javelin Marketing Group sought an efficiency-boosting solution in order to achieve superior task management.

### THE SOLUTION

From project managers to creatives, Javelin’s employees use Central Desktop to maximize personal efficiency, track tasks and team performance and seamlessly work together across departments. Central Desktop’s robust feature-set allows users to accomplish tasks faster and easier.

### THE RESULTS

Since implementing Central Desktop, Javelin reports increased efficiency across a wide breadth of agency projects and tasks, from the finance team setting up new job numbers to the creative department posting assets for review.

## An all-in-one collaboration solution: too good to be true?

Javelin Marketing Group creates compelling campaigns with two primary ingredients: intensive big data analytics and good old-fashioned brand storytelling. Its eye-opening portfolio includes powerhouse clients like AT&T, Hyatt and ING. Javelin’s philosophy revolves around a “perpetual state of learning,” incorporating data at every turn.

This forward-thinking philosophy isn’t limited to Javelin’s client work and big campaigns; it extends to internal and external work processes as well. As with most busy agencies, Javelin’s daily workload is composed of a myriad of tasks spread across multiple projects and teams. Attempts to alleviate the workload with a task management tool, though, were coming up short.

Perhaps it’s understandable, then, that Tina Posey, Javelin’s global head of client services, was initially a little bit skeptical of Central Desktop for Agencies. Not only was Central Desktop supposed to solve Javelin’s task management problems, but it also promised to make her colleagues more collaborative.

“Yeah, like a tool is going to be able to help us do all of that,” she remembers thinking.



"The ability to improve the communication, collaboration and ultimately the end product for our clients is HUGE! It truly is one of the best solutions out there."

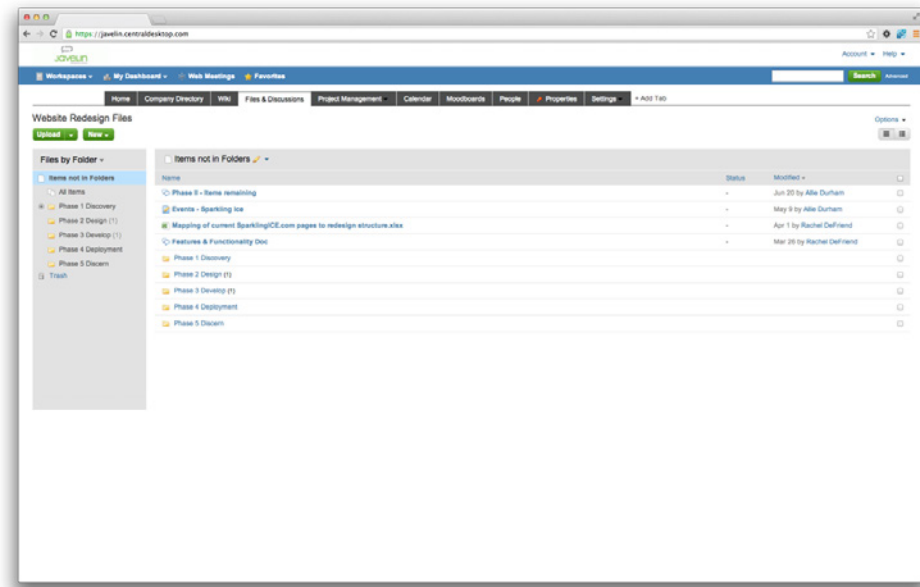
- Tina Posey, global head of client services

## The keys to successful implementation and adoption

When the job of overseeing the Central Desktop rollout dropped on Michael Radigan's desk at Javelin, he took two crucial steps that helped the long-term success of the project: he worked with Central Desktop's implementation team to ensure maximum compatibility with Javelin's existing processes, and he didn't try to do too much all at once.

"Let's just get stuff in the tool and then start to build upon it" was his initial marching order, noting that some teams were pretty set in their collaborative (or non-collaborative) ways.

"Any document that is needed to collaborate – like a creative brief that strategy created and that account, project management and tech all need – those all go into Central Desktop." Project managers continued to work on some non-collaborative files locally, so it wasn't an abrupt change to their entire process.



To help anyone new to Central Desktop, or those needing a refresher, Tina and Michael created a series of cheat sheets, each tailored to the collaborative demands of specific roles, from PMs and executives to users in the tech, studio and the creative teams.



## Cracking the code for collaboration with creatives

"I think creative is usually our hardest department in terms of compliance, but they've been using it and using it well," Tina says. "It just comes down to minor changes in process and taking the time to do a few things that will actually save them time in the long run."

Fair or not, creatives have a reputation for resistance, especially when it comes to changing their process. Michael tells the story of one creative who was initially unenthusiastic about learning a new way of collaborating, but then wound up training himself overnight and becoming an ambassador for the department.

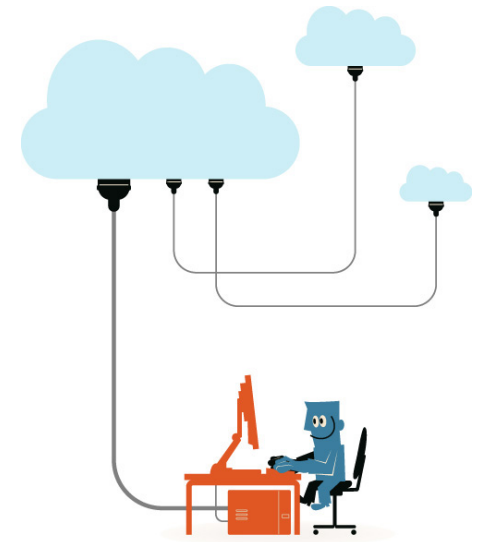
"No one had even trained him yet, but intuitively he figured out how to get the job done," Michael says. "When I showed him how we were hoping to use it, he was actually excited and began to give some great feedback and has been using it ever since. That was awesome – and it was a pretty good testament to how that entire department ended up managing with it."

When a task is issued, creatives can simply reply via email with their attachments to get their work into Central Desktop and move the task along by alerting collaborators that an asset is ready for review. For creatives who aren't working within the tool as often as project managers, this proves to be a particularly user-friendly feature.

"That's helped make things way more efficient," says Tina.

Audit logs provide full visibility into the creative process, showing how many revisions are required start-to-finish and removing the guesswork of whether a collaborator has viewed a file.

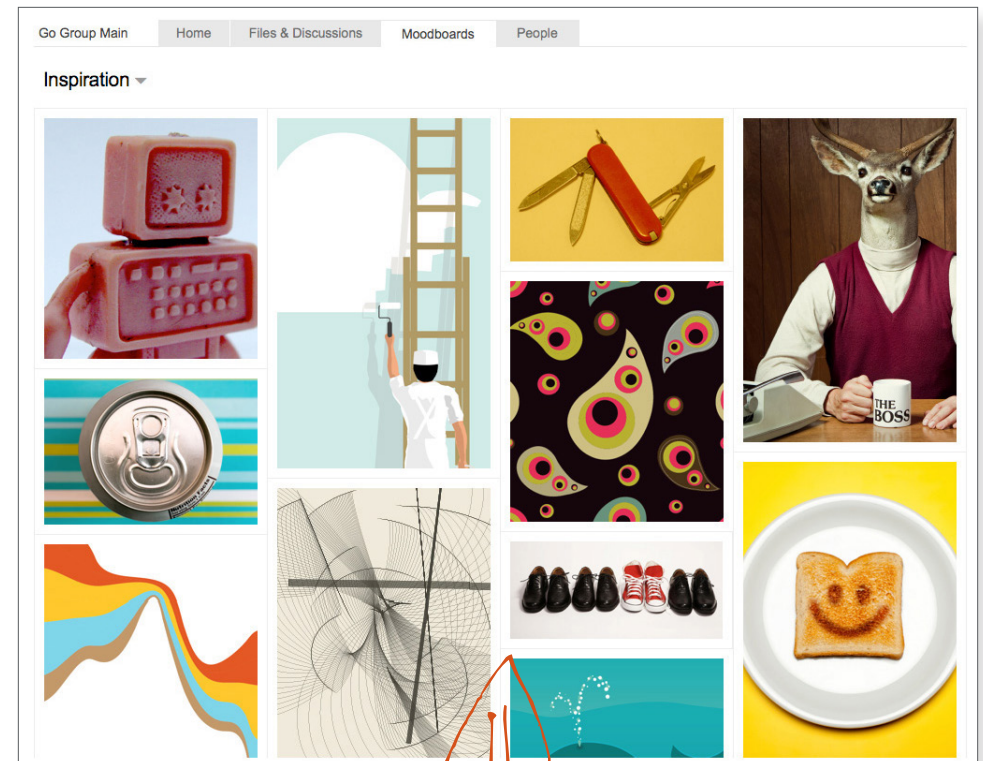
"People can see how many times they mess up," Michael says, laughing. "It's a mirror that gets lost in your email, but if you log into the tool, you're like 'Oops, I had to submit that three times.'"



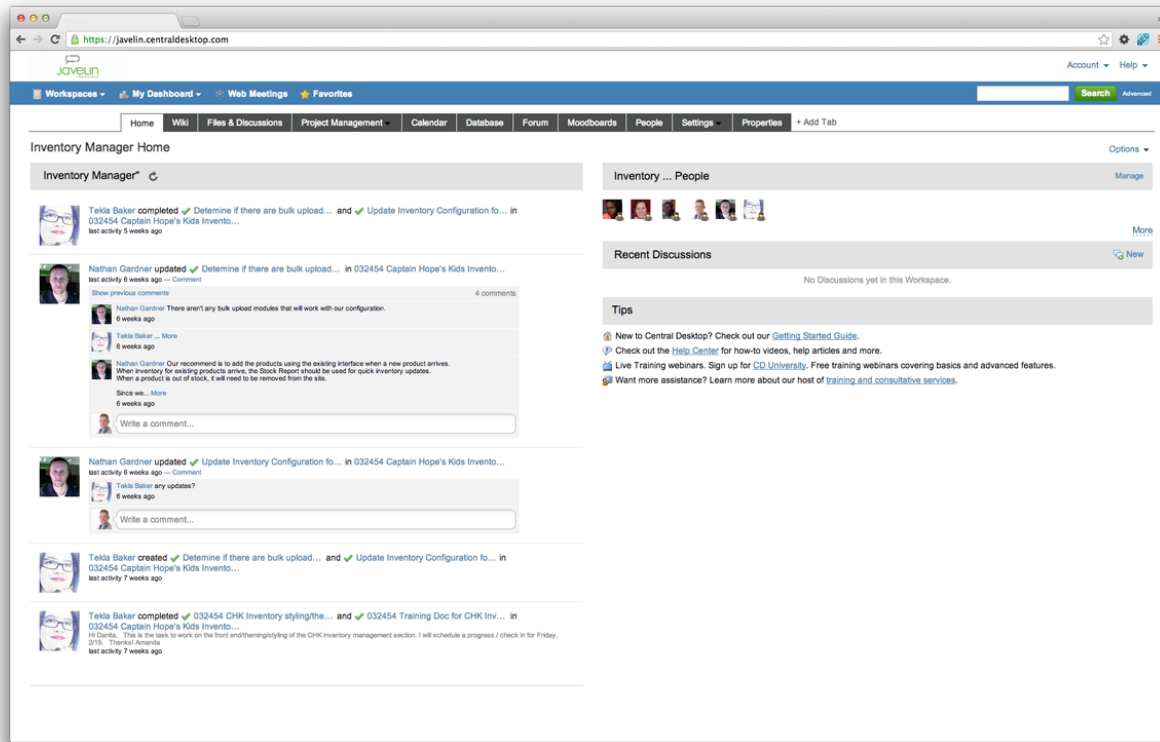


Central Desktop's moodboards – the first online idea board designed specifically for agencies within a collaboration tool – are poised to make another major impact on the creative process. Users can easily add and share images from around the web, using drag-and-drop functionality or a simple bookmarklet in their browser of choice. This offers a new way to share inspiration with freelancers, clients and other external users – without worrying about privacy; only authorized members of a moodboard's workspace are allowed to view and comment on the images.

"This is a huge wave in the democratization of creative teams," Rob Boman, creative director, says, noting that it's a way for creatives to cast a wider net without soliciting ideas from the entire agency. "People can start posting to moodboards to try to get a point across for a certain type of concept, or to add onto a bigger picture... [Creatives] will pull in who they think they need to, but it won't be public."



Moodboards match the convenience of web-based inspiration boards with enterprise-grade security to protect your ideas.



## Transformational task management

Central Desktop usage varies dramatically across the agency – some Javelin executives use Central Desktop strictly for collaboration on strategy documents – but the average user is primarily concerned with tasks: ‘what’s due and what do I need to do next?’ For account supervisors, creative supervisors and project managers, Central Desktop provides an easy

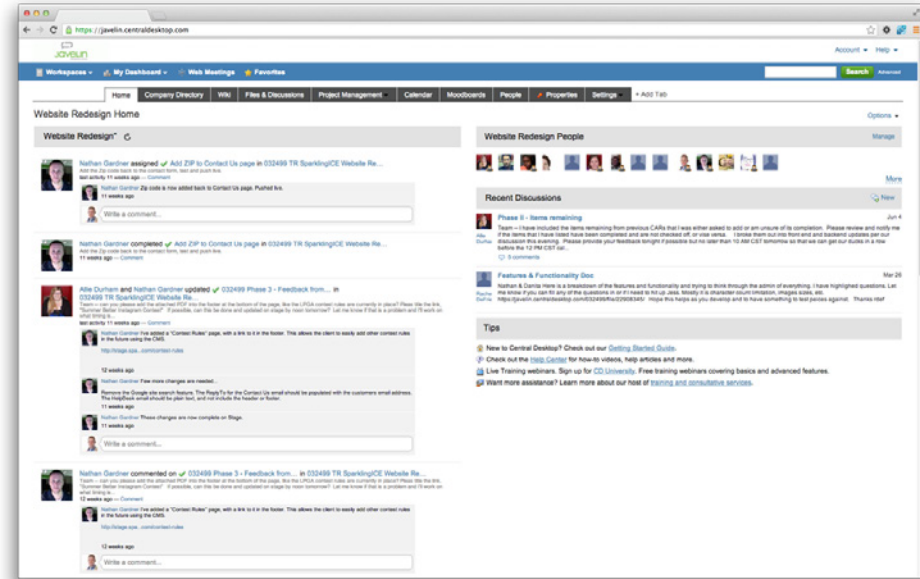
destination for tracking personal tasks and keeping on top of their teams. “For a PM who’s actually running projects, it’s definitely ‘live and breathe’ in the tool,” Tina says. “They log in and see the tasks they’ve issued, follow up on them, comment, and create new ones. And our technology team is constantly updating tasks within Central Desktop and closing tasks out.”

*Easily track project status and collaborate with team members while reducing your email load substantially.*



Some tasks have been created to automate recurring parts of the workflow. For instance, when a new job number is opened, Central Desktop creates a form for the client service team, which then is routed automatically to the finance team before circling back to client service completed. Prior to Central Desktop, each of those steps involved manual email – for each and every new job number.

At a high level, Javelin is able to run resource allocation reports that allow the team to keep a handle on the total number of tasks being completed – and, true to their mission statement, use that data to become even more efficient. That, says Michael, is where they find the real ROI for the agency.



Even for experts in data analysis, there are a few other advantages that are harder to quantify. Compared to the faceless nature of email, Tina feels that the social side of Central Desktop makes a big impact on how colleagues interact with one another.

“It adds more of a human element to tasks than just an email or a random notification would provide,” she says. “I really like the way that it showcases the teams that are on a project. You always remember you’re working with people.”

Worried about ROI?  
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to comprehensively gauge  
their team's performance  
and productivity.





### An ongoing partnership

By collaborating closely with the Central Desktop team, Michael and Tina and their Javelin colleagues not only ensured that they'd have a smooth rollout, but also maintain a continuing dialogue and help shape the product going forward.

"Central Desktop shows so much passion about the tool and so much interest in how we use it," she says. "I think that's also helped it to be a more enjoyable tool - because we know there's actually people behind it who are trying to make it as good as it can be."

1. I like the UI and how intuitive and clean it is. And I know it's going to keep getting even better.
2. I love being able to email back into the system. That's saved us a whole lot of heartache and headache.
3. I love the online docs. They're kind of like Google Docs. We've been using those from a QA tracking perspective. I totally dig that because multiple people can be in at the same time with real-time updates. That's been really helpful without having to all have Google accounts and go to a different place.

Here are three of my favorite things about Central Desktop.



**Michael Radigan**  
senior vice president, digital and technology  
Javelin

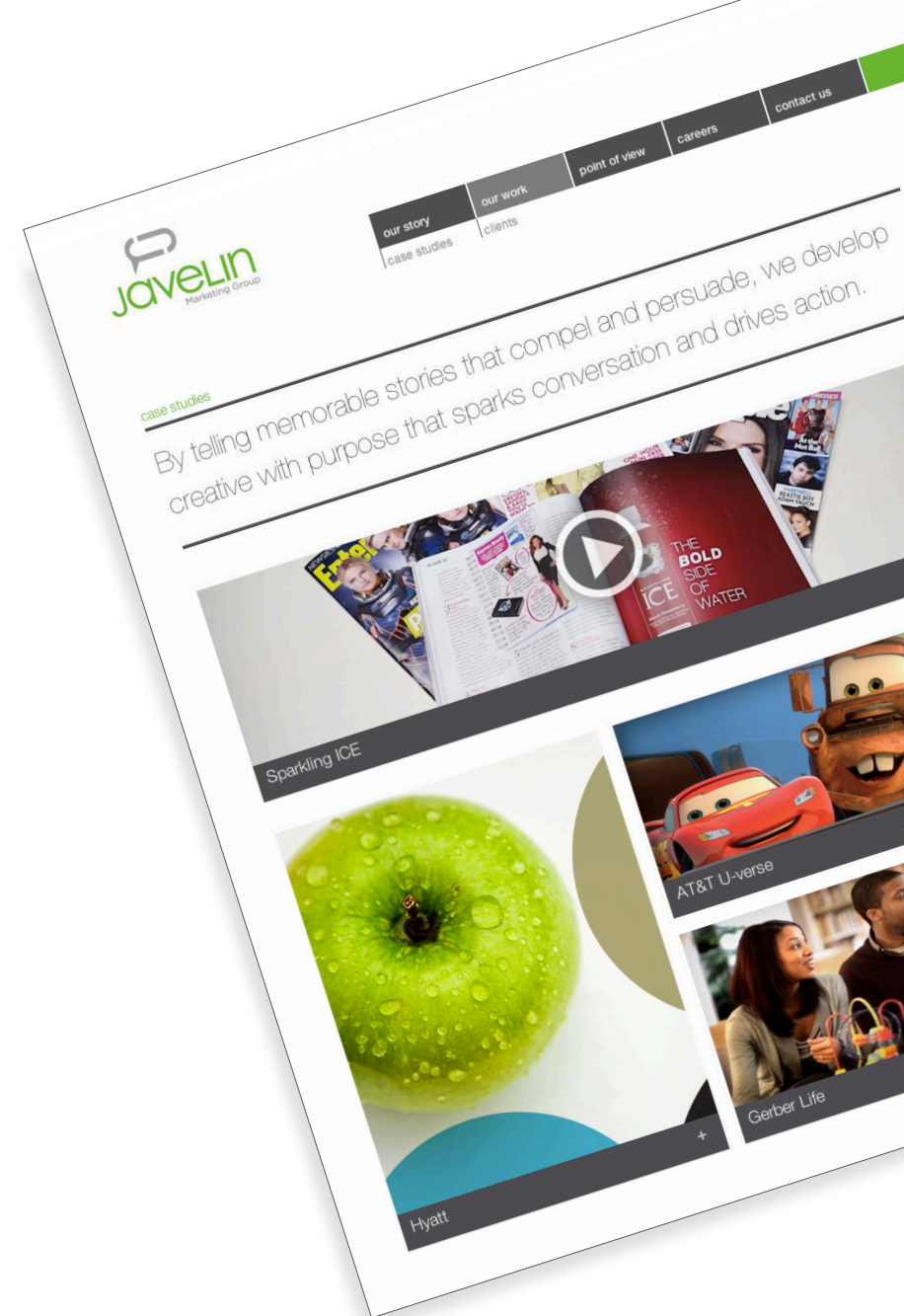


## About Javelin

Javelin Marketing Group is a full-service customer marketing agency driven by leading edge analytics and creative storytelling. Its mission is to create truly enduring customer engagement and advantage for clients including AT&T, Hyatt, Guthy Renker, ING, Sparkling Ice and others. And to do it with purpose, passion, and impact. Javelin operates on a global scale from its offices in New York, Dallas, Seattle, Atlanta and Beijing, and is a member of Omnicom.

*"The fast, secure and scalable architecture of central Desk-top allows Javelin to scale quickly, efficiently and cost-effectively. That trifecta of awesome is hard to find."*

- Michael Radigan, senior vice president, digital and technology







### About Central Desktop

Central Desktop helps people work together in ways never before possible.

The Central Desktop collaboration platform connects people and information in the cloud, making it possible to share files, combine knowledge, inspire ideas, manage projects and more. Central Desktop serves half a million users worldwide.

Key Central Desktop customers include CBS, MLB.com, PGA Tour, the Humane Society of the United States, CareerBuilder, Javelin Marketing Group, Moxie, WD-40, Workday and more. Founded in 2005, Central Desktop is a PGi company located in Pasadena, California.



*Click here to learn more  
about Central Desktop  
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(c'mon just click it!)*



## Contact us

We don't bite

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