



the
martin
agency

Exceptional Service Management Helps The Martin Agency's Talent Stay Focused on Award-Winning Ads

One of the most respected advertising agencies in the world, The Martin Agency has produced some of the most talked about and award-winning campaigns and Super Bowl ads for clients like Geico, Nike, OREO, Wal-Mart and Tic Tac. The agency has 500+ creatives, user experience pros, media planners and number crunchers spread across 23 countries—all of whom are laser-focused on helping clients tap into new energy for their brands.

The Case for Service Management

The Martin Agency is re-engineering the historically broadcast-centric firm into a full-service agency for the digital age. The end-state can be summed up in one word: Agility. "Clients need us to work faster," explains Jonathan Bourke, Global Head of Technology for The Martin Agency. "And with offices around the world, we have to work differently." The agency envisions a micro-network of fluid talent ready for whatever clients may need. As a result, part of Bourke and his team's charter includes applying technology to reduce any operational friction and provide white-glove service and support to all employees and freelance talent, even those in the most far-flung offices or production sites.

"Our job is to be of service to the talent in our agency, so they can focus on creating award-winning ads," says Bourke. To do this the company has to change the way it operates. The big shift is to on-demand service from wherever you are and for what ever you want to consume. "A team can be off on a shoot for six weeks," explains Bourke. "How can we take care of them, making sure they are supported and stay productive and creative?"

SERVICE MANAGEMENT VITALS

The Martin Agency

- Mobile Service Apps to 500+ employees and countless free-lancers
- Service management coverage across 23 countries
- Services automated: IT, asset management, human resources, contractor labor, compliance, real estate and digital assets
- Full support for Apple OS and other operating systems
- 100% browser-based—no client software required

Customer Success Story

Improved Service For Users Anytime—from Anywhere

The Martin Agency is made up of a young, tech-dependent workforce that wants what they want NOW. Most rely on a collection of Apple devices and few stay in one place for very long. “Eighty-five percent of our people are not at their desk 85% of the time,” says Bourke. Teams are constantly in different parts of the world shooting creative or scouting locations. With EasyVista, the constant motion is all in a day’s work for Bourke and his team. Individuals can leverage EasyVista Services Apps from any device to quickly meet their needs. “Mobility was a big deal for us in selecting a service management platform,” says Bourke. “Not only are our people not at their desk, but they’re often not in a building at all. Other solutions we looked at wanted us to be a corporation in cubes.”

Delivery of End User Services Beyond Just IT

The Martin Agency helpdesk is not simply for IT services. Bourke envisions one central and scalable place where all kinds of employee services are available. One service is freelance provisioning. “Freelancers are a significant part of our business and provisioning them can be a bumpy process,” he explains. Not only does Bourke need to comply with strict guidelines around freelance labor, but he needs to make sure those freelancers aren’t saddled with downtime. “We can’t have them sitting around burning production time while waiting for services,” Bourke says. With EasyVista, freelancers will be able to self-provision, eliminating paper-based processes and keeping them free to do what they do best.

Bourke also plans to use EasyVista for service management processes associated with contracting with production companies, lining up talent, managing supply chain partners and distributing digital assets to clients. “EasyVista removes so much workflow complexity, automating previously complicated processes down to a few clicks,” says Bourke.

Support for a More Agility Enterprise

One goal of Bourke’s team is to get an office set up anywhere in the world in just 60 days. To accelerate that, the agency must centralize and automate as much as possible. “We’re establishing a service-driven model where new offices can access all kinds of services without having to set up processes locally,” he says.

This kind of centralized service management requires the ability to deploy services quickly and easily. That’s where EasyVista’s codeless service configuration makes a real difference. “I was able to assign service creation to someone new in his role. It was actually his first enterprise project and he was able to create services without any support,” says Bourke. “That would have never been possible before.”

EXPECTED RESULTS

- Faster support ticket resolution
- Higher customer satisfaction scores from end users and business units
- Reduced compliance tasks
- More time spent on higher impact service activities

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Why EasyVista?

The Martin Agency looked at 10 different vendors, including ServiceNow and Cherwell, before selecting EasyVista. “Some of the others were too inflexible for an ad agency,” Bourke says. “Deployment felt like a major undertaking and we worried we wouldn’t get the adoption we needed from end users.” He added that support for Apple devices was essential and he couldn’t consider a platform that didn’t have a browser-based interface.

EasyVista stood out most to Bourke for its mobile capabilities, breadth of services and ease of use for end users as well as IT staff and business unit customers. But above all it was a “shared ethos” that sealed the decision for Bourke and his colleagues. “EasyVista offers all the functionality we need, but the most important thing for us is the cultural fit,” he explains. “They understood our strategic vision and demonstrated they really wanted our business.”

Expected Results

Bourke expects demonstrable results from its EasyVista deployment in the coming months:

- **Higher customer satisfaction scores:** The agency expects higher customer satisfaction scores related to service—not just from individual end users but agency departments like human resources, finance and operations.
- **Accelerated ticket resolution:** It expects to accelerate support ticket resolutions for employees and freelancers, especially for tickets that carry compliance obligations.
- **Reduced compliance tasks:** It plans to reduce time spent on mundane compliance tasks. About half of the agency’s 15,000 annual support tickets are related to Sarbanes Oxley controls or freelance contractor issues. “These kinds of tickets activate 30+ required actions which can now be fully automated,” Bourke explains.
- **More time spent on higher impact activities:** The firm expects to direct more time to solving problems and serving end users as compliance duties are automated.

Service Management as a Differentiator

The Martin Agency understands the power of providing great service to its employees and extended workforce. It not only takes friction out of the agency’s growth, but it allows people to stay in their power zone and do their best work. “EasyVista is helping us offer more services and capabilities. It is also supporting a critical change management initiative that will lead The Martin Agency into the next phase of creative achievement,” says Bourke.

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