



Cushman & Wakefield

A Corporate Communication Success Story



www.cushmanwakefield.com

Cushman & Wakefield deliver integrated solutions to landlords, tenants and investors at each stage of the real estate & commercial property process.

Industry

Commercial Real Estate

Problem

Cushman & Wakefield's Corporate Communications was having significant difficulty delivering video content to employees via their existing network infrastructure. They needed a content delivery service that was reliable, scalable and secure.

Solution

Implement Ignite's Content Delivery Solution rebranded as CWTV to provide TV-quality video to its employees anywhere, over any network topology, without bandwidth or network capacity concerns.

Results

Following the success of CWTV, Cushman & Wakefield plans to expand the use of CWTV beyond executive communications for use in training, recruitment, and customers.

Cushman & Wakefield is the world's largest privately held commercial real estate services firm. Founded in 1917, it has 230 offices in 58 countries and 15,000 employees. The firm represents a diverse customer base ranging from small businesses to Fortune 500 companies. It offers a complete range of services within four primary disciplines: Agency/Brokerage, including transaction services that focus on tenant and landlord representation in office, industrial, and retail real estate; Capital Markets, including property sales, investment management, valuation services, investment banking, and debt and equity financing; Client Solutions, including integrated real estate strategies for large corporations and property owners; and Consulting Services, including business and real estate consulting. A recognized leader in global real estate research, the firm publishes a broad array of proprietary reports available on its online Knowledge Center.

Cushman & Wakefield's Corporate Communications group had been using video for executive communications, but it faced a significant delivery challenge: How to deliver video to more than 5,000 employees worldwide over a LAN/WAN network infrastructure that was not designed to handle video traffic on a massive scale? The company experimented with a small content delivery service and quickly realized what a good fit this approach could be, but it needed a vendor that would provide highly reliable service and excellent customer support. This led the company to Ignite.

Creating a Connection Between Executives and Employees

Cushman & Wakefield branded Ignite as CWTV providing TV-quality video to its employees anywhere, over any network topology, without bandwidth or network capacity concerns. Cushman & Wakefield was committed to video for executive communications and was well along creating its own video content, with the understanding it proved as an excellent way to create a connection between executives and employees, short of organizing a series of face-to-face town hall meetings in different locations. Enterprise video communications can save on travel costs, not to mention executive travel time.

To justify the investment in a content delivery solution, Cushman & Wakefield executives quickly understood the ROI of the unique solution in terms of reach and viewership. Some of Cushman & Wakefield's major video deliveries attained more than 70% reach. Additionally, when Cushman & Wakefield pushed out a video over Ignite to explain the CEO transition in Canada, more than 90% of the people who were sent the video watched 100% of the message. Viewership rates are four times more than when Cushman & Wakefield sent out links to videos via email. Given metrics like these, Cushman & Wakefield executives immediately recognized the value of Ignite.

For their partners, and vendors they plan on delivering videos and other information to large clients directly to their desktop or laptop rather than sending DVDs through the mail or posting information to an FTP site. New departments at Cushman & Wakefield are quickly coming on board. Because the solution isn't limited to just video, CWTV can deliver PDFs, audio files, PowerPoint files — or any other type of content — alongside video and multimedia content. The HR department will be using Ignite to support the new employee on-boarding process. HR can pre-stage content in advance so it's "ready to go" and then target the content directly to new PC installations. A new employee will automatically receive the correct HR materials for their role and their service line such as, Agency/Brokerage, Capital Markets or Client Solutions.

"We don't worry at all about file size! We routinely send employees 150MB video files. Bandwidth just isn't an issue with Ignite."

— Brian Jensen
Managing Director
Global Corporate Communications

Cushman & Wakefield is planning to add surveys to its content deliveries to solicit employee feedback or to poll employees when the company wants them to help select among several options, such as employee benefits. This capability goes beyond one-way communications to a two-way dialogue that fosters increased employee engagement, community spirit, and company loyalty.

Next Steps: Cushman & Wakefield plans to expand the use of CWTV beyond executive communications for use in training, recruitment, and customers. Cushman & Wakefield is also planning to leverage Ignite's capabilities for peer-to-peer live enterprise streaming and mobile delivery.

About Ignite

Founded in 2000, Ignite is a privately-held company that was reinvented in 2013 on the heels of an ownership and senior management change. Ignite's mission from that point forward has been to develop and deliver an expanding set of unique business applications that help organizations perform better by enhancing the capabilities and impact of their workforce.

Ignite operates with focus on a simple, lead objective – 100% Customer Success – which ensures success is measured through the achievements of customers.

Ignite is headquartered in Austin, Texas. For more information on Ignite's solutions, visit www.ignitetechnology.com



Watch Brian Jensen, Managing Director of Global Corporate Communications discuss why Cushman & Wakefield chose Ignite for its corporate video delivery solution.

