

Huddle

Customer Case Studies



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Huddle is applicable to all markets, sectors, types of organizations and roles. These are just a few examples of how organizations are already using Huddle to work better together by allowing them to conduct more efficient meetings.

Winston & Strawn: Huddling Up with Clients

[Winston & Strawn LLP](#) is an international law firm with 950 attorneys among 11 offices including Chicago, Geneva, London, Los Angeles, Moscow, New York and Paris.

Winston & Strawn in London are Huddle.net's lawyers and a customer. The London office uses Huddle's unified collaboration platform to manage client projects and share legal documentation online. For the lawyers advising on emerging technology, Huddle is a focal point for the management of documents for its emerging technology clients who have embraced it. It proves particularly useful for the lawyers who travel extensively and require access to documentation online. In addition, managing all documentation via Huddle helps them to keep track of the latest document versions and eliminates 'reply all' email threads.

"Initially, we used Huddle during Huddle.net's series A round of funding. There was so much documentation going back and forth and using Huddle made it much easier to keep track of what was going on. Today, we recommend it to our emerging technology clients" said Barry Vitou, corporate partner, Winston & Strawn.

Kerry Foods: Managing Agencies Made Easy

[Kerry Foods](#), the company behind Wall's sausages and Cheesestings, uses Huddle as a central database for marketing materials. The food manufacturer uses up to eight agencies at any one time and managing that process can be cumbersome, especially keeping track of files during a particularly busy period of promotional activity.

Marketing controller David Warren says that Huddle has supplied him with a hosted system that allows the company to house all of its artwork, images and video files on one platform, offering remote access to all stakeholders. "Huddle allows us to manage— from the very first brief right through to the final [product] packs—from one location. Is it not better that I, the client, house all the material rather than house it in seven different places through seven different agencies?"

"It is certainly refreshing to use a product that doesn't cause more problems than what one started with."

-Aberdeen City Council, UK's local authority

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Rufus Leonard: Where Client Extranet Met Social Networking

[Rufus Leonard](#) is a UK-based brand and digital media consultancy whose clients include BT, Shell, Accenture and Travelex. In early 2008, the company expanded to Dubai. They use Huddle as a fully branded client extranet, connecting all the relevant teams, files and discussions internally and externally to deliver their work without wasting time and effort sending large files via email. Control and ease of use were key to Rufus Leonard's requirements for an extranet and Huddle was able to provide everything they needed and more. They were able to get all their internal staff and clients trained and using Huddle within two weeks from launch and were instantly proving the benefits of working more efficiently and professionally.

Non-profits Huddle Up

[The Web of Hope](#) is a non-profit UK organization helping people to achieve sustainable living, whether as individuals, as part of a local community or a business. Even though they are a small non-profit their staff is spread far and wide (Manchester, Worcester, Bath, London and Sri Lanka) with external partnerships with people in numerous different countries.

“Allow me to say that I think Huddle is the best solution I have come across in respect to speed, user-friendliness and price. Well done!”

-London Media Group, a communications agency

Huddle has helped the non-profit to work together more easily. Using Huddle with both internal and external clients and colleagues, the largest benefit was streamlining the organization's work by using it as the focal point for all document storage and communication, therefore instantly improving team work and productivity.

“We primarily use Huddle as a data storage/sharing facility and have successfully used it following a big event we held in the Maldives where we uploaded all of the minutes, keynote speeches, attendee contact list and photos for all of the attendees to view,” said Tilly Jarvis.

[Right to Sight's](#) mission is to eradicate the global crisis of preventable blindness through the use of proven, leading edge techniques in cost recovery, training and surgical practice. As a non-profit working all over the world they need one central, secure place for all project executives and managers to keep documents and manage their country's projects.

The internal use of Huddle has successfully done this by “bringing our team from all around the world to one place” said Rosie Kennedy, administrator, Right to Sight. She continued, “This is possible because of the streamlined communication of documents, ideas and plans no matter what country you are in. Be it in Africa or India, the information is easily accessible when required.”

[Institute of Awakened Mutuality](#) (IAM) offers educational opportunities for a growing community of people devoted to ever-growing embrace of all that they are. IAM was trying to solve the problem of an overabundance of emails to various project team members. Instead, they decided to use Huddle to collaborate together on an outreach project.



Greg Aurand, Founder, IAM told us: “Huddle allows me to post various pieces for review and assign tasks to team members.” A major benefit the IAM has seen since using Huddle is improved team management; Huddle has made cross communication very easy to handle. Commenting on this, Greg said, “I find that I send out a lot less emails, and phone calls have been cut down to almost half. I seem to have a lot more time for managing my part of the project, since it takes far less effort to stay in touch with other team members.” Furthermore, benefits of Huddle included the ease of uploading documents for others to view and having comments all in one place rather than sporadically distributed via email or word of mouth.

[Community Health Media Trust](#) (CHMT) is a non-profit organization which has produced HIV/AIDS public health education material since 1998 under the Siyayingoba Beat It brand.

CHMT has used Huddle to create a new website and coordinate the work being done by various internal and external contributors. The designer, developer, copywriter, project manager and various others were all able to access the project documents online through Huddle.

Megan Craig, media campaign manager, CHMT said, “Huddle really aided our project and allowed all the stakeholders to access the same information easily. As the project manager it was also easy to identify problem areas where certain team members weren’t interacting with the material as often as they should. It’s incredibly easy and intuitive to use, which makes it so accessible and genuinely useful. It creates a project hub that’s really meaningful and assists everyone in achieving the project outcomes. We’d definitely like to use it for future projects that require collaboration between a variety of stakeholders, both internal and external.”

With more than 100 employees, [Care for the Family](#) is one of the UK’s key non-profits promoting strong family life and helping those suffering from family breakdowns. Care for the Family is one of the first non-profit Huddle users in the UK. Staff across four offices UK-wide and community representatives in greater Manchester and the Isle of Man are using Huddle to work on projects together and exchange research and statistics.

With Huddle, Care for the Family’s employees can instantly create a network of collaborative team workspaces, each time bringing together the right team for the right project. Care for the Family benefits from free Huddle service, which is available to all registered non-profits. The senior management team is already taking advantage of Huddle’s document sharing tools to distribute quarterly reporting on best practice. They also collaborate to create a survey template for use at the Care for the Family seminars. In addition, Huddle is used to facilitate training and plan workshops.

Care for the Family has already discovered some of the biggest benefits of Huddle: eliminating ‘email storm’. Traditionally exchanging up to 100 emails a day between various members of the team, the non-profit stopped sending any emails that involve ‘action’. All documents that require review or approval are now posted in an online workspace. Those responsible for action are tasked with review deadlines. Online editing means the staff can work from any computer, PC or Mac, not worrying about downloading and converting files.

Huddle.net Builds Business on Huddle.net

My name is Charlie and I run the commercial team at Huddle.net. I thought I'd give our customers an insight in to how Huddle.net uses our own product. After all, if we don't use it, then how can we expect our customers to? It also means we establish our own internal user group that can shout about things we like/don't like and generally beat the product team around the head. Hopefully we are acting as representatives for those customers who don't have time to engage with us.

Here's how Huddle's sales team uses Huddle on a daily basis, feature by feature.

FILES:

We do not run a shared drive at all. We have a sales workspace where we have set-up a folder structure. Folders include things like sales collateral, marketing documents, best practice sharing, proposals and loads more. Any one of my team can access and update the documents. Yesterday I made a change to a pricing document and alerted everyone through Huddle. We are all now working from the same version. We also use the approval workflow built into Huddle to alert each other when there is some content in there that we want others to review. We're heading to a tradeshow soon and so the plan has been uploaded and each individual can comment and give their thoughts. Equally the management team can approve the plan.

TASKS:

We don't use this to set individual tasks. We get more use from it by setting milestones for the team, e.g., 'complete monthly objectives by x date'. That way we can all see when key milestones are approaching. Integration with Outlook 07 via iCal was also a big bonus for us. I can now see my milestones in Outlook as well as Huddle.

WHITEBOARD:

The surprise feature that I didn't think I'd use; I use it all the time. For example, instead of emailing me their weekly objectives, the team uploads them on to a whiteboard. This way we can all see what each other is working on and I don't get lots of emails. I needed to get some product feedback from people the other day so I created a whiteboard, put what I needed in the description field and then alerted everyone to go and post their comments. Instead of receiving 30 emails, everyone posted their feedback in one place and I copied and pasted it in to Word when I wanted to print it out. I love whiteboards!

Overall I bet we've cut email traffic by 50% across the company by comparison to other companies not collaborating properly. No longer am I party to massive CC emails with people's comments on a presentation; they all get posted centrally. No longer do I get email feedback on an idea, 50% of it duplicated and the rest I have to pick through and put together

I know I'm entirely biased, but Huddle actually works. Initially you have to change the way you work (as with any new tool) but after a couple of weeks, the improvements in efficiency and collaboration far outweigh the initial time to change.

Firefly Tonics Refresh Their Suppliers

[Firefly Tonics](#) manufactures and sells high quality health drinks across the UK, Europe and the Far East. Launched by Harry Briggs and Marcus Waley Cohen in 2003, the aim of Firefly is to provide energy and health drinks that refresh and re-invigorate, yet are completely healthy and natural. From early beginnings in Harvey Nichols, Firefly has grown rapidly and now sells over 30,000 bottles per week in 23 countries globally and stores, bars and cafes across the UK.

Firefly wanted to promote an increased sense of community within the network. They started using Huddle in November 2006 to connect their growing network of international suppliers more effectively with each other and with the Firefly team in London. The aim was to use Huddle to distribute marketing materials simultaneously and to keep everyone up-to-date with the latest product news and information. Firefly also wanted to promote an increased sense of community within the network by keeping everyone in contact and allowing them to share information, plan joint projects and discuss ideas.

Based on feedback from Firefly and their distributors, the Huddle team released further improvements to the system in January, enabling users to upload zip files of multiple documents in one step, copy files from one Huddle to another and personalize Huddle invites. All these improvements were designed to develop usability and reduce the time taken to perform routine tasks, essential for Huddle to be taken up within the supplier network.

Firefly has now extended Huddle out into their marketing and PR agencies and also uses it to manage their raw-ingredient suppliers, packaging designers and bottlers—key tasks that are fundamental to the success of their business.

Not only that, but several of the suppliers who started using Huddle through Firefly have also signed up to the service in order to collaborate with their own customers more successfully. Proof of its success if ever there was....

"We love using Huddle. We can update our marketing materials centrally and our suppliers are automatically notified that files are waiting for them. I wish every system we had was this simple!" said Kate Moore, marketing manager, Firefly Tonics.

"We're delighted to have been able to help Firefly grow their business so successfully to-date. Their success is a great example of the benefits to growing businesses of harnessing the intuitive, organic nature of social networking tools with the power of enterprise applications. Huddle is a powerful tool for companies like Firefly Tonics, allowing them to connect their virtual teams and manage essential business functions in one place. This makes a huge difference in such a highly competitive market and for a complex global business," said Alastair Mitchell, CEO, Huddle.net.

How Collaboration Became Contagious

[Contagious](#) is a quarterly magazine and DVD, a weekly newsletter, an information feed, an events organizer and a brand consultancy investigating the latest and most innovative exercises in branding, design, technology and popular culture. They are widely regarded as a leading authority in non-traditional marketing exercises and have a genuine passion and enthusiasm for tracking the changes in today's media climate. Contagious started using Huddle in November 2006 to manage individual projects and connect their growing network of partners and collaborators. The aim was to use Huddle to act as a central repository for all on-going projects where users, regardless of location or time zone, could securely collaborate on materials and documents relevant to their brief.

"Our clients are based everywhere from Singapore to San Francisco and members of our team travel extensively, so being able to access multiple documents, make changes and return them to the team efficiently via a central online system is of paramount importance," Paul Kemp-Robertson, editorial director commented.

The nature of Contagious's work meant that they needed a bird's eye view of each project while guaranteeing that sensitive data was only available to each project's members, something that Huddle was able to provide in its 'Dashboard' and security model.

"We've found Huddle to be very intuitive. The clients we have invited in to work with us have navigated their way around the system immediately and effectively with no help from us. We've received positive feedback from all users," added Paul Kemp-Robertson.

Contagious now uses Huddle to manage around 15 projects at any one time, ranging from print production of quarterly magazines to international conferences. The team also has access to all archived projects which contain invaluable knowledge that would have previously been locked up in emails or users' private document folders.

"Huddle is a convenient way for a creative business like ours to manage global relationships in an efficient and economical way. It's a lot less messy than email and has quickly become an important part of how we conduct our day-to-day business. Anyone who's ever tried to keep track of a million document changes, tried to unite a group across different companies in different time zones or simply wished they hadn't left that file on their desktop at home should be using it," Paul Kemp-Robertson said.

Andy McLoughlin, product strategy director commented, "Contagious is a classic example of how social networking tools combined with robust enterprise technology can bring huge benefits to businesses, particularly in the creative sector. Effectively managing complex projects and relationships across different teams, locations and time zones is a challenge for all businesses today, but one that can be successfully resolved by Huddle, allowing innovative companies like Contagious to get on with being creative".