

# FirstClass Case Study

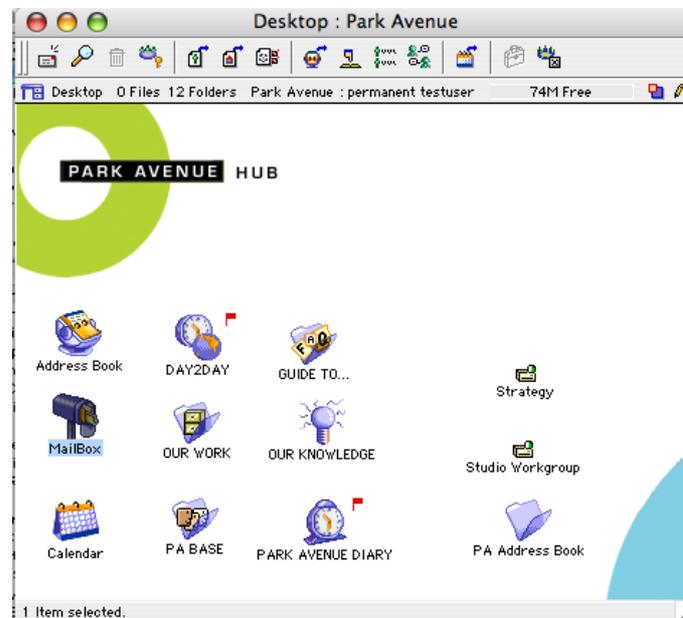
## Park Avenue

Park Avenue is a brands communications agency that specialises in creating brand experiences for high value organisations such as T-Mobile, British Airways and BMW. In addition, Park Avenue provides internal communications support that might include the creation of literature and visual materials.

- Easily accessible and centralised communications system
- Easy to set up and maintain
- Staff rate it easy to use and can book facilities and resources online
- Flexible and secure and enables employees to access the system remotely at any time

**PARK AVENUE** The company wished to improve its collaborative team working both internally and externally with clients. When they initially started looking for a suitable solution, their primary requirement was to be multi-platform, operating on both windows and Mac with no difference in functionality. One of their main criteria was for an easily accessible and centralised diary management system which would reduce the amount of email communication and manual notification for events like holiday bookings and off-site meetings.

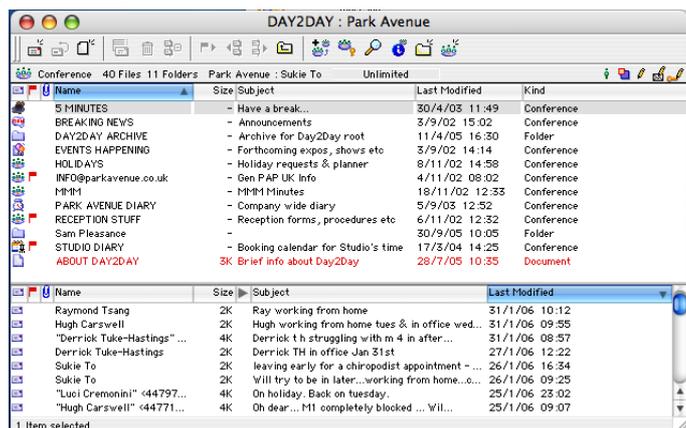
Park Avenue had considered implementing Microsoft Exchange because their parent organisation is PC oriented and their preferred choice was Microsoft Exchange. However, because of the high Mac usage within the agency, Park Avenue was not convinced that the Microsoft technology would provide the necessary functionality they required. Instead they selected FirstClass from Open Text.



Park Avenue's FirstClass Desktop

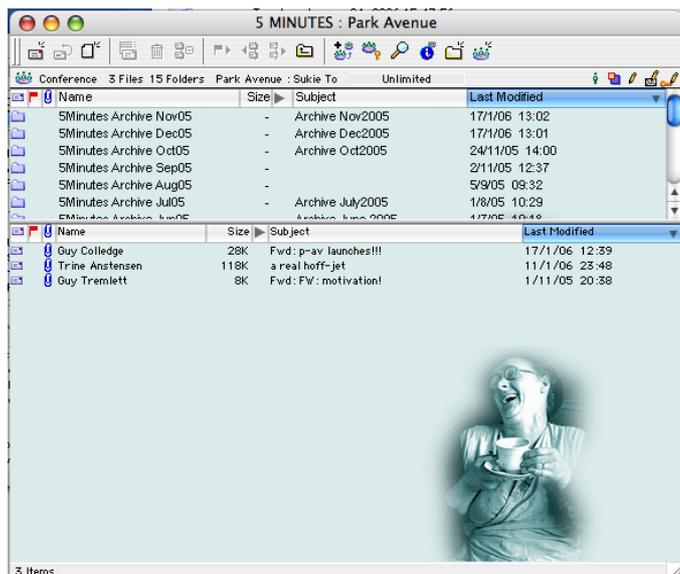
FirstClass is a powerful communications and collaboration solution, providing multi-platform functionality which would enhance collaboration, promote teamwork and streamline communications within Park Avenue. Park Avenue uses FirstClass in a number of innovative ways; for instance, it has an arrangement with a third party message forwarding provider so that staff can send SMS messages direct to a FirstClass

conference (a shared work area). These messages, appearing in the 'Breaking News' or 'Day2Day' conference, can be used to announce business events like a client win or travel delay. Staff can easily book facilities and resources, organise meetings and arrange holidays through the use of the FirstClass shared calendars. On projects, FirstClass has helped the company to share information and resources more effectively and so be more productive.



'Day2Day' conference used to announce business events

FirstClass has also enabled the more informal information to be shared and distributed through the 'Five Minutes' conference where users can share amusing snippets of information. Having had several years' experience, the company has developed a structured approach to information sharing through the use of FirstClass.



'5 Minutes' conference used to share and distribute information

Another significant advantage to Park Avenue is total cost of ownership. According to Sukie To, Park Avenue's Facilities Manager, "We have a per concurrent user license so although we have 35 licenses, we can still distribute those among the 45 staff. Also when I need support, there is no additional cost to the company because it is included in the license arrangement." Furthermore, employees can access the system remotely using either a web interface or through the FirstClass client. In either case there is no cost implication: "I don't have to worry that we may be breaching the terms of our licensing agreement because regardless of how people connect, we don't have to pay for additional ways of accessing the FirstClass system," says To. "What's more, access to information is much faster than before because the system works quickly, regardless of the method or platform being used," she adds. "FirstClass is fast because of the client-server architecture; all information is stored on the server and not on the users' individual machine".

FirstClass is used extensively by Park Avenue and they are now getting more out of the system by extending access to mobile phone and Palm devices. "We see a long future for FirstClass in our organisation. It is delivering a solution that people are comfortable with, it is highly secure and cost effective and is adding value by helping us improve productivity and client effectiveness," concludes To.

## ABOUT FIRSTCLASS

FirstClass is a feature-rich, platform-independent, and cost-effective communications and collaboration software solution that enables businesses and learning organisations to create collaborative online communities that securely connect people and resources via any Internet-accessible device. FirstClass delivers a broad range of capabilities including email, instant messaging, calendars, contact management, collaboration, document sharing, file storage, web publishing and voice and fax messaging. Thousands of organisations and millions of users around the world are currently connecting via online communities powered by FirstClass. For more information on FirstClass, please visit [www.firstclass.com](http://www.firstclass.com)

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