

Global media agency benefits from switch to HD



Industry

Commercial

Customer

MediaCom

Region

London, UK

IDIS Partner

Safe Tech UK

Background

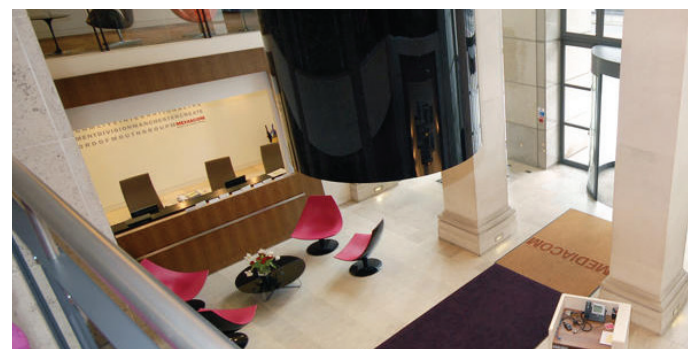
The media group trusted by top global brands

MediaCom is one of the world's leading media agencies. From its UK headquarters it plans and buys media for some of the world's smartest advertisers including GlaxoSmithKline (GSK), Procter & Gamble, Sky, Universal and VW Group. The company has 5,800 employees in 122 offices in 97 countries. MediaCom's UK headquarters in Holborn, central London acts as a central coordination hub for the group and plays a pivotal role in management of the global business. The company works work across all traditional, new and emerging media. Services include media/interactive planning and buying (including digital, direct and search), ROI research (encompassing direct response media), online/search engine marketing, consumer insights, media strategy and branded content. Specialist divisions include MediaCom Beyond Advertising, the company's in-house content strategy and production specialists and MediaCom Business Science, its team of econometricians and market analysts. The company is part of Group M, WPP's media investment management operation

Challenges

Safeguarding client budgets and reputations

Today's media and advertising sector is a highly competitive industry responsible for managing multi-million advertising budgets – and reputations – on behalf of its clients. In 2014, MediaCom London topped the UK's list of media planning businesses with billings of £987m. Safeguarding this scale of investment while protecting the confidentiality around commercially sensitive client campaigns calls for robust security protection to minimise any potential exposure to risk. So when MediaCom decided to upgrade its established analogue video surveillance system, it set its sights on an IP networked high definition (HD) solution. But before making a decision on the precise specification, the company needed 100% assurance that the new solution would combine ease of use with robust performance, high-quality images with excellent clarity and reliable alarm notifications. The solution would need to run on a dedicated network, owned by Group M and be managed by the in-house security team and IT department.



Solutions

Robust real-time HD monitoring

Security specialists Safe Tech UK recommended an IDIS DirectIP™ HD surveillance solution, trusted for best-in-class performance. Based on an IP framework, the complete package includes 73 tamper-proof IP cameras, three 32-channel network video recorders (NVRs), cabling, network equipment and client software. The mix of dome and bullet cameras, equipped with day and night vision capabilities, provides comprehensive coverage. Plug and play functionality made it easy to set up the new system while configuring camera views for maximum visibility and optimal performance. Intuitive IDIS software, excellent network connectivity and centralised functionality ensure that MediaCom staff can easily control every IP camera, set notifications and manage the network to suit their needs.



Results and benefits

Cost-effective business continuity

With the IP solution smoothly embedded, MediaCom's London HQ is better protected with a cost-effective, low-maintenance video surveillance solution that combines real-time live monitoring, excellent HD image quality and maximum reliability, regardless of network traffic. The DirectIP NVRs allow simultaneous functionality and operation of multiple video streams, viewable on split screens, including live-view, record, playback, remote access, rapid retrieval and backup

Commenting, Patrick Enos from MediaCom Security said :

We operate in a highly competitive, deadline-driven global market where business continuity and confidence are vitally important. The IDIS DirectIP solution is dependable, easy to operate and has met all our expectations - which is good for our business and good for our customers.



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