

CHALLENGE

The Staubach Company is a leading global real estate advisory firm with over 1,200 professionals located in 58 regional offices across the U.S. To properly serve its base of over 2,200 clients, the company had a critical need to keep its sales professionals current on commercial real estate news and other important information. Additionally, it was essential to frequently reinforce the strong corporate values and business principles that define The Staubach Company.

The company wanted a multi-media end-user experience, so it decided the best means to communicate with its employees was through video. The solution needed to provide secure, yet quick and easy, access to large files – regardless of the sales professional's Internet connection. It was also critical that the solution be able to deliver various types of content, such as research documents, graphic-intensive presentation materials, and TV-quality video directly to employees' PCs, without causing network congestion or PC performance problems.

SOLUTION

The Staubach Company determined that the Ignite Content Delivery Solution provided the most cost-effective, secure, and easy-to-use solution for its internal communications needs. The company quickly initiated a pilot, sending new inspirational video segments featuring Roger Staubach and other company leaders to each employee.

The success of the video distribution led the company to use the Ignite Content Delivery Solution as its cutting-edge communications channel for all types of leadership messages, financial reports, sales materials, training, and other communications.

"Our corporate ethic is a source of pride and a major focus for all of us. Being able to communicate to all our people quickly, thoroughly, and in a manner that was convenient wasn't easy. We realized that we had to completely re-think how we communicated with our people."

– Roger Staubach, Chairman and CEO



RESULTS

The Ignite Content Delivery Solution has helped Staubach retain its sales professionals and keep them well informed and armed with the most up-to-date sales tools.

By creating a private broadcast channel for all its sales professional throughout the U.S., The Staubach Company easily delivered content ranging from new service introductions to online training and mentoring programs to special event messages, such as holiday greetings and notifications about off-site functions. Most recently, Staubach has been using Ignite to coordinate strategic plans between business units and to review quarterly goals.

The Staubach Company is a market-leading global real estate advisory firm that delivers cost-effective solutions for the users of office, industrial and retail space. It has extensive experience in strategic consulting, site selection, acquisition, disposition, construction consulting and project management, real estate administration, portfolio management, financing and capital solutions.

For more information about the Ignite Content Delivery Solution, visit www.ignitetechnology.com.