

CATALYSIS



Catalysis Enhances Creative Collaboration with Intel Unite® Solution

Catalysis, a London-based digital marketing agency, crafts intelligence-driven campaigns, from big creative to in-depth technical content. This requires collaboration from designers and consultants, who are based both in the UK and in the US. Catalysis needed to update its existing collaboration tools. Without the option to annotate the screen, presentations lack an interactive element which restricts creativity as impromptu ideas have to be communicated verbally rather than visually. Connectivity issues can be a regular occurrence due to defective cables and display adapters, or devices lacking the necessary ports to enable screen-sharing. The Intel Unite® solution provides a seamless, user-friendly service that enables easy connectivity between office and remote employees.

“Implementing the Intel Unite® solution has allowed us to streamline our ideation, creation and presentation processes, and bridged the geographical divide that hindered communication, which has greatly improved efficiency.”

Katharine Webb,
Deputy Managing
Director, Catalysis

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Industry
Marketing &
Advertising

Organization Size
11–50

Country
United Kingdom

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