Catalysis Enhances Creative Collaboration with Intel Unite® Solution

The Intel Unite® solution provides Catalysis with a seamless solution that wirelessly connects a variety of devices to allow real-time content sharing, visual collaboration and video conferencing all in one place

"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

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 where Catalysis' subsidiary company, Clerkenwell Marketing, is situated. Despite the physical distance, everyone works hard to build strong relationships and integrate seamlessly with their clients' teams to help them achieve the best possible results from their campaigns.

Challenge

Creativity, fresh ideas and innovation are key ingredients of any successful marketing campaign, which is why Catalysis kicks off each one with a brainstorming session to get the creative juices flowing. With a diverse team of varying backgrounds, these sessions often involve the whole company to ensure as many brains are contributing to the ideation phase as possible. It is a highly collaborative process that both helps to generate ideas which no single individual could have fleshed out on their own, as well as encouraging critical thinking to solve problems.

This approach involves lots of discussion and sharing of inspirational content via quick fire communication. In person, this could mean sticking post-its and print outs up on the wall, but when remote team members join in, technology becomes essential in enabling the free flow of ideas, as even a few seconds of lag could disturb the creative flow.

With these creative imperatives in mind, 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. Projector cables trailing across meeting room floors also create safety hazards for the team and make meeting spaces less presentable for visiting clients.

Solution

The Intel Unite® solution provides a seamless, user-friendly service that enables easy connectivity between office and remote employees. Additionally, through the use of Intel Unite plugins for various Unified Communications, employees can experience streamlined video conferencing.

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It creates a barrier-free workflow to help ensure meetings start on time without any technical issues, as well as facilitating collaboration through multiple shared screens and real-time annotation capabilities. The Intel Unite solution eliminates the need for cables, dongles, and adapters that make connecting devices to displays complicated.

Save employees time

Starting meetings is simple: open the Intel Unite app, enter a six-digit PIN code and click "Present" – eliminating the need for cables and dongles. Anyone who wants to share their screen can connect wirelessly in a matter of seconds, meaning meetings start faster, maximizing productive time. The Intel Unite solution also supports a wide range of devices, which is crucial for Catalysis employees who work on both Windows* and Mac* OS. Time saved by reducing compatibility issues allows meetings to run more smoothly and enables employees to get on with the work that is most important to them, even when they are collaborating with colleagues in different geographies.

Provide effective feedback

Using the Intel Unite app, users can annotate what's displayed on screen just like a whiteboard, so Catalysis employees can mark-up shared content – an especially useful feature for creative brainstorms and providing visual references. Annotations and file sharing make collaborating across shared screens much easier, and all notes are visible to everyone in real time. This maximizes the efficiency of meetings and improves the final work.

Enhance creativity

Multiple screen sharing allows pieces of work to be displayed simultaneously, creating a side-by-side comparison which facilitates the development of new and creative ideas.

Catalysis employees can dynamically showcase design ideas and presentations without the hassle of having to send files or links to every team member involved.

The Intel Unite solution provides the tools required to ideate on an interactive canvas that lets colleagues easily share their work and collaborate. By eliminating connection issues in meetings and brainstorms, Catalysis is able to achieve more creative flow.

Streamline communication and empower collaboration

One of the key motivations for using the Intel Unite solution was to remove the barriers facing employees using existing screen-sharing technology, which often caused technical issues and delays to meetings. Now consultants, designers and developers remain connected and able to collaborate on valuable work wherever they are. They can also be confident that meetings will run more smoothly and with fewer technical glitches technical glitches so that they can be at their most productive.

By powering greater productivity and collaboration, the Intel Unite solution is helping Catalysis to foster new business opportunities and develop creative and effective work to client deadlines.

For more information or to learn more about the benefits of the Intel Unite solution, visit www.intel.com/Unite

> On average, the Catalysis team spends about 440 hours a week in meetings. They need to make valuable use of this time to collaborate without technology slowing them down.