DigitalHive.

PATTISON

Marketing & Advertising

Asset Management

Powerful Search

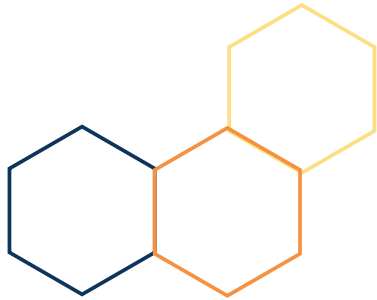Productivity Boost

Digital Hive boosts sales productivity by serving up 1TB of marketing resources at Google-like speeds

Headquartered in Ontario, Canada, PATTISON Outdoor Advertising designs interactive state-of-the-art campaigns from digital to billboards, street-level to large format hoardings in high-traffic locations. The company services more than 200 markets and runs 25 busy sales offices from St. John's Newfoundland to Victoria, British Columbia, and is the acknowledged Canadian leader in all outdoor advertising.

As part of Canada's second largest privately held company, Vancouver's Jim Pattison Group, which also owns a wide range of brands from Guinness World Records to Ripley's Believe It or Not attractions, as well as North America's largest magazine and book distributor, TNG. PATTISON is on a mission to challenge the traditional perceptions of 'out-of-home' advertising, seeing itself more as a partner that brings together people and brands.

"We are a pure sales organization, where most of business is transacted between account executives and clients, from large international brands through to local mom and pop businesses. In this face-to-face, high-touch environment, our salespeople rely heavily on our marketing collateral to sell to and service our clientele."

Beyond creative photography and artwork, PATTISON's marketing resources also include documents, video, research data, analytic resources, and client journey histories. All this adds up to more than a million pieces of marketing, sales and research collateral in 1.4 terabyte worth of storage, ready for use in its sales toolkit folder.

As Mary confirms, "Marketing works with a LOT of assets. We have at least 240,000 individual ad displays - or 'faces,' as we call them, for example. And as we've been around for 100 years and always been very reliant on visual information, we still access decades-old billboards from our treasure trove, believe it or not!"
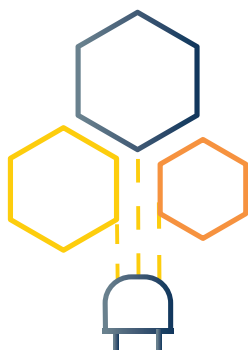
"People want to tag content their own way, depending on their focus area, so it's fast and easy to surface. Digital Hive adapted the tagging system to make this possible which was a true value add on for us as a business.

A stubbornly sticky legacy system

Recently, however, the legacy technology infrastructure that served up all these marketing assets was starting to reach its limits. The company's business information database had been accumulating on a corporate internal server for decades and sales executives were finding it increasingly difficult and time consuming to find what they needed in time. This meant marketing team members were having to act as a 'manual Google search service' to help track down and serve up the right content to sales from the company's vast archives to support a pitch or a client campaign. This was clearly not sustainable.

However, despite the old system's known quirks and limitations, two previous efforts to move to more modern web-based content management systems hadn't succeeded in winning hearts and minds. Salespeople had become used to working with the old folder-based interface and also liked that they could - to some extent - personalize and regionalize the system for individual sales teams. As Mary recalls:

"Every time we tried something new in the past, over time, sales reps would eventually gravitate back to the legacy folder system," Mary recalls. "Users told us that things in the new platform just didn't surface as quickly, or in the way they needed it. They also felt that being re-trained and learning lots of different shortcuts just to add a new way of doing a search wasn't worth the effort. When people don't see the value in change, they go back to what's familiar."

Adapt to drive adoption

PATTISON really needed a "best-of-both-worlds" solution that preserved aspects of the old system that people valued and trusted, but that could be modernized to offer a fast, personal "21st century" self-service experience. Fortunately, Digital Hive was able to provide an intelligent enterprise portal to do just that.

Mary was determined to involve the sales executives to stress-test the new Digital Hive system so it would be fully embraced and adopted. This involved doing a phased roll-out, getting feedback from salespeople, and making necessary adjustments in several cycles. Because PATTISON had such a high volume of very large image and video files, Digital Hive did custom work to speed up load times and expedite improvements already in progress to the user interface. Despite its complexity and the stakeholder groups involved, the deployment process only took about five months - very fast compared to previous solutions.

| Asset Management | Goal Driven | Single Sign on | Custom Tagging | Modern Interface |
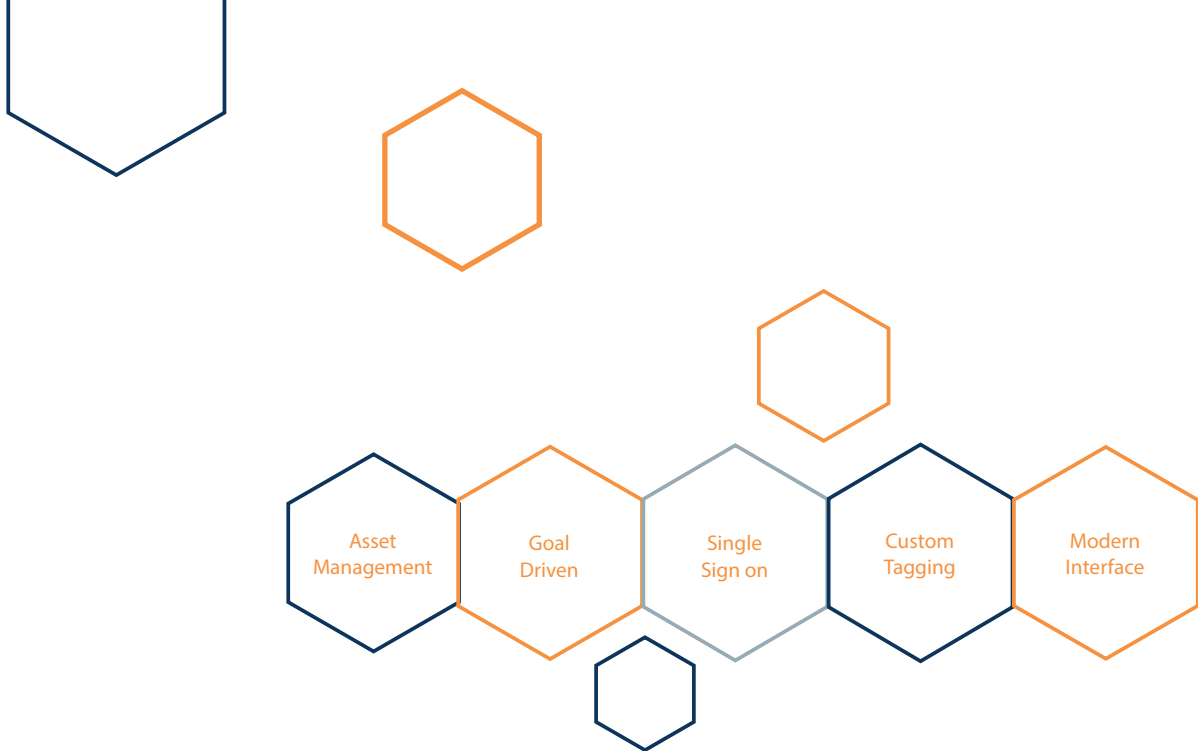
As part of this process, Digital Hive also developed a new product functionality that would allow users in different departments to create their own tags for the same content. This was critical for project success as Mary explains: "We have different salespeople working in different industry areas, like automotive or financial services. People want to tag content their own way, depending on their focus area, so it's fast and easy to surface. Digital Hive adapted the tagging system to make this possible which was a true value add on for us as a business.. It's the small, but important details like this that raise not only adoption but actual system usage."

Digital Hive: The best of both worlds

With the new Digital Hive system in place, PATTISON sales execs still retain the most valued aspects of the old user experience. At the same time, they gain brand new capabilities to personalize and create the custom pages and tabs that help raise employee productivity, sales activities and hit their targets.

"It looks the exact same in terms of structure, but our salespeople now have so much functionality behind their search-whether it's their ability to take assets on their own, or whether they get intelligent recommendations from us that they bookmark. This saved us time as we didn't have to try and rebuild the folder system to match a new web-based product; Digital Hive sits on top of that and allows them to just start searching and using materials the way they want."

Digital Hive also introduced an additional and very useful functionality to push out content proactively to employees. Marketing now has the ability to broadcast key company information and news on a weekly basis, as well as highlighting new and useful content to the entire sales team - regardless of location and timezone. Important compliance and constantly-refreshed industry standards information is also available on the new site, organized—as all new material from Marketing is—in familiar 'Netflix'-style swim-lane view, which makes navigation super-easy, and which also needs next to no training to get to grips with. The team is starting to add in search personalization so that, for example, teams working in markets with no subway transit systems, aren't shown irrelevant content like news or updated marketing resources created for these specific environments
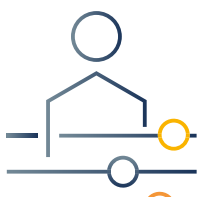
"People keep telling us that they now see lots of great additional benefits to just make it a really robust, meaningful system. I love to see the comments they are sharing about how much we're helping them do their jobs now, too."
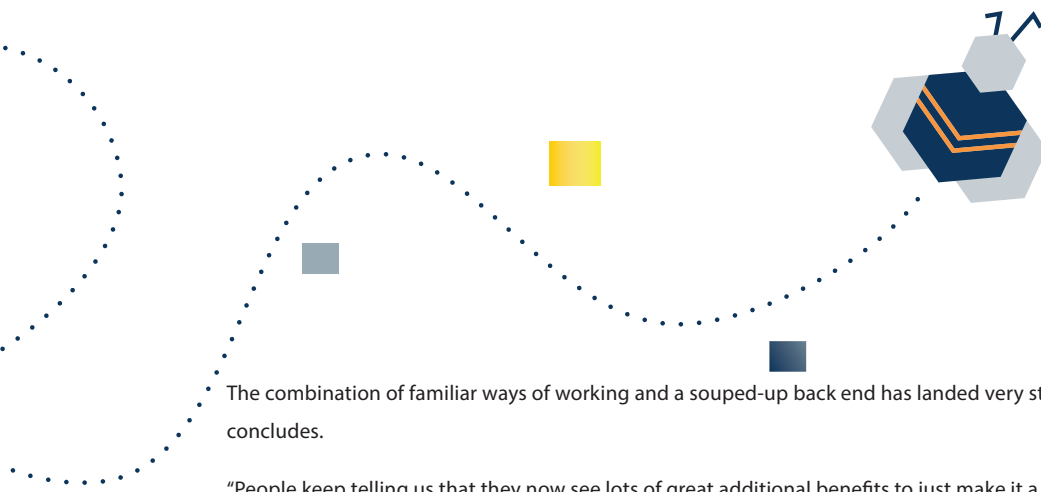
The combination of familiar ways of working and a souped-up back end has landed very strongly with the PATTISON workforce, she concludes.

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Even better, she adds, such has been the buzz coming out of the sales offices about the usefulness of the new Digital Hive portal that other departments are starting to ask for their own tailored versions. Beyond that there are early discussions on potentially offering it to clients.

It would appear that this is one enterprise where an intelligent portal has really made a difference… both indoors and out.

About Pattison Outdoor Advertising

PATTISON Outdoor Advertising, a division of The Jim Pattison Group, is Canada's largest Out-of-Home advertising company. PATTISON Outdoor helps brands and businesses harness the power of Out-of-Home advertising by providing the most comprehensive range of products, markets, insights and customer support services. With its roots reaching back to 1908, PATTISON has been providing innovative solutions for Out-of-Home advertising opportunities with products ranging from traditional billboards to transit, digital, airport, residential, office, and street level formats. PATTISON is headquartered in Toronto, Ontario with over 25 sales offices across the country, providing advertisers unmatched reach and coverage with products available in over 200 markets coast to coast.

About Digital Hive

Digital Hive is an international software company that provides an intelligentportal solutions to content from analytics and BI tools, content management systems, and file systems – on-premise and in the cloud. By providing a single, shared organizational view, federated search across tools, and custom branding, Digital Hive helps drive systems adoption, improve data literacy, and deliver data stories for better decision making and business performance. A 2020 Gartner 'Cool Vendor,' Digital Hive customers like Clarity, DFS, Highmark, Pomona College, and University of Denver.is such a big component part of what we give our customers, we could say that it's directly responsible for every bid that we win" Darren concluded.

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For further information please visit digitalhive.com