



HILL+KNOWLTON
STRATEGIES

“Before M-Files, it was sometimes challenging to find the correct versions of files. When this occurred, we had to spend precious time finding them on our server. In a billable-hour environment, we have to watch the internal processes carefully.”

-Martina Andersin
CFO,
Hill+Knowlton

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Success Story

Hill+Knowlton Strategies Taps M-Files ECM to Prevent Information Loss, Support Compliance Activities, and Improve Sales Processes

With 85 offices in 46 countries, Hill+Knowlton Strategies is a global PR company that employs a team of collaborative strategists and creative experts to engage the public on behalf of its clients worldwide.

In August 2008, Hill+Knowlton's Finland office suffered an office fire, which resulted in a five month relocation of offices. Luckily all documents were saved off-site and there was no operational or financial impact. After this unfortunate event, the executives again realized the importance of an effective document management solution and safe data storage.

Rising from the Ashes, With a Focus on Preventing Future Data Loss

Shortly after re-furbishing their office space, they deployed the M-Files document management system in January 2009.

“The primary business driver that led us to selecting M-Files was disaster recovery, fault tolerance and business continuity,” said Martina Andersin, chief financial officer at Hill+Knowlton's Finland office. “However, we quickly realized that M-Files could also help us protect confidential content, serve as a powerful tool for our business development team, and help us utilize our IT resources in a more efficient manner.”

Hill+Knowlton Finland works with public companies, firms involved in mergers and acquisitions, pharmaceutical and life science companies that must adhere to compliance requirements, and other organizations that require strict confidentiality and tight control over the content managed by their PR firm. Their demanding requirements in this area reinforced the need for an effective system for managing, organizing and protecting client's data.

“We found the permissions management capabilities in M-Files to be very effective for not only securely controlling access to certain files, but also for enabling us to better illustrate how this process takes place during client audits,” said Pia Raninen-Bullivant, Director of Healthcare Communications at Hill+Knowlton's Finland office.

Hill+Knowlton Finland Saves Time, Money, and IT Resources with M-Files

Since implementing M-Files, Hill+Knowlton Strategies has experienced significant benefits in efficiency and productivity.



"We've been extremely pleased with M-Files. In addition to meeting our document management needs, it's proven to be remarkably reliable. Since we deployed the system in 2009, it has never gone down."

-Martina Andersin
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In addition to saving time and money by ensuring that only the most current information is located quickly and easily, the PR firm is also more effectively utilizing its IT resources since the adoption of M-Files.

"PR firms are information-intensive businesses, and new files and documents are created for each client on a daily basis," said Andersin. "In a traditional network folder environment, each staff member often has several versions of the same document saved on their personal systems. This is obviously inefficient from a storage and IT resource standpoint, but even more significantly, it negatively impacts productivity and quality because the 'right' file now has to be located from all the duplicates, and the risk of using the wrong version is increased."

With M-Files, the latest version of each document is always readily available, and past versions can be accessed if necessary. In this environment, duplicate file versions are not adversely impacting productivity and wasting valuable IT resources.

M-Files CRM Module Enables Better Tracking of Customer Needs

Hill+Knowlton has also adapted M-Files to serve as their CRM system. All interactions and information related to the services for customers resides within M-Files, and the firm has developed a user interface with icons that illustrate each customer's stage in the H+K service portfolio. This enables better tracking of the customer needs and related service offering.

"We were pleased that we could easily configure M-Files to meet the nuances of our particular business, as well as the broader PR industry," said Markko Ihamuotila, Senior Advisor at Hill+Knowlton's Finland office. "As a firm that sells 'non-tangible' services versus a physical product, we find that not all technology solutions can be easily adapted to meet the specific needs of our business, but M-Files was strong in this area and made it a straightforward process."

Because of its ability to be adapted to the specific needs of Hill+Knowlton's business development team, to the ability to effectively manage large volumes of documents and information, M-Files has become an invaluable tool for the PR firm's staff.

About Hill & Knowlton Strategies Finland

Hill+Knowlton Strategies Finland is a management consultancy specialized in communications. H+K plans and implements strategic and operative communications services, which support clients' key functions. Hill+Knowlton Strategies Finland is part of WPP, one of the world's largest communications services groups, employing 158,000 people working in over 2,500 offices in 107 countries. ■

About M-Files Corporation

M-Files Corporation develops the award-winning M-Files enterprise content management (ECM) system and cloud-based service M-Files Cloud Vault that runs on the Windows Azure platform. M-Files is easy to deploy, learn and use, and has enabled thousands of businesses in over 90 countries make dramatic gains in efficiency and productivity by improving the way they organize and manage their business documents, information and processes. M-Files is available in 24 languages and is in use at customers such as AstraZeneca, EADS, Flybe Airlines and Parker Hannifin. ■