TBWA Selects Sharpr

"We were looking for a global content collaboration platform that could enable our employees across the world wide TBWA network to drive innovation through our Disruption Live strategy. Sharpr's Agency Knowledge Management platform checked all the boxes, and even more. They have a dynamic solution that allows our teams to collaborate, curate content and share insight that results in great ideas and innovation for our clients. Couple this with great customer support, cool UI/UX and frequent product enhancements and we feel this is an ideal solution"

Ted Colgate, Global CIO, TBWA Worldwide

Solution Description

TBWA selected Sharprs' Agency Knowledge Management Cloud platform to drive its Disruption Live strategy across its worldwide network. The platform enables all TBWA employees to easily curate insights and campaign information, collaborate with each other and deliver actionable intelligence to internal teams and clients.

With offices throughout the globe, TBWA's employees often work on a single global client across multiple geographies. Sharpr's curation, publishing, and file management solutions allow TBWA to deliver innovative campaign and insight reports. Clients including AirBnB, Nissan, and Gatorade benefit tremendously from the insights stored in the secure, branded environment.

Sharpr also makes it easy to create innovative presentations such as branded email newsletters, live command center screens, private and secure story or "intel" boards, and PowerPoint decks.

Using Sharpr, agencies can integrate with key enterprise applications including SharePoint, DropBox, Box, Microsoft Office Applications and synchronize user accounts and enable SSO. Sharpr also allows for automated data discovery, and integrates with all of the major social and news channels with sophisticated filtering technology that allows the user to keep updated on trends, competition and new worthy events related to their clients. To accommodate the needs of TBWA's growing business, the technology is also scalable and easy to both manage and roll out so that it does not place extra pressure on the company's IT resources.