

Atomic Tech PR

*Changing the way public relations agencies work
with clients, with a little help from an intranet.*




Building A Virtual Agency

When Andy Getsy and James Hannon decided to build a public relations agency that was equipped to face the challenges of operating in the information age, they knew that it had to be different from the way that most agencies operate. The new company would cut overhead, operate frugally and most importantly it would utilize best of breed technology solutions to link account teams together with clients.



“Going into it, we knew that we needed to do things differently,” said Getsy. “Traditional public relations firms waste too much time trying to connect with clients over the phone and by email. We wanted to make communication easy so that our teams could concentrate on execution, not on administration.”

So Andy and James set out to build the technology infrastructure that would make Atomic Tech PR stand out in the crowded PR landscape. They installed a wireless LAN in Atomic’s San Francisco office to allow account personnel to work in teams or independently in the office environment of their choice and set up a complex phone system so that account personnel would be accessible through one phone number whether they were at work, home or traveling with their cellular phone. Finally, Andy and James partnered with Intranets.com to facilitate internal communications at Atomic Tech PR and to link the account teams with the client’s staff – allowing organic, real time, virtual communication and collaboration.



This partnership has become a competitive advantage for Atomic Tech PR. Everyday, Atomic Tech PR's clients exchange critical information on an intranet that is completely branded for Atomic Tech PR – giving the appearance of a home grown solution but in reality an intranet that is powered, hosted and supported by Intranets.com. The intranets are keeping current clients happy, and are used in pitching new business to differentiate Atomic Tech PR in today's cut throat public relations market.


“Partnering with Intranets.com to develop Atomic Tech PR branded intranets was an easy decision for us,” he said. “The deployment of the intranets is extremely easy, they are a very robust communications tool that allows us to plug our own back end systems into the Web front of the intranet and the cost is nominal compared to building this type of interface on our own.”

The Intranet - Bridging the Communications Gap

In a traditional agency environment, phone and email are the primary means for communicating with clients. This can cause headaches when a client or account team member is traveling, or when developing a document that requires detailed version control. Emails often get crossed and the two parties find themselves moving in different directions, unable to get together on the same page.

“Email and phone contact don't provide the level of organization that you need to manage the various public relations components that we execute on behalf of our clients,” Getsy continued.

“Our intranets provide a central place where account teams and clients both go to develop




strategy, write press releases and exchange information. There is never a question of who has the latest version of something, the intranet always has the latest version.”

By introducing an intranet into the client engagement, Atomic Tech PR has alleviated the traditional choke points agencies face and is able to streamline communications. Account teams and clients have a virtual area where information can be accessed and exchanged, regardless of time or location.

Press releases, public relations plans, research, reports, contact information, editorial calendars and all manner of team and client information is housed on the intranet. This centrality makes editing and updating the information as well as managing projects and public relations campaigns easy for everyone involved. Team members and clients know that the intranet is the central resource for the entire public relations process.

Happy Clients and Not One Internal File Server

Today Atomic Tech PR has three offices in the United States and international partnerships with agencies in Europe, Asia and South America. They are conducting public relations activities on behalf of NYSE & NASDAQ listed companies and early stage start-ups. All of this without one internal file server – all of the critical files that Atomic Tech PR and its clients use and exchange are housed on the intranets. The virtual nature of the intranets gives Atomic Tech PR and Atomic Tech PR’s clients unparalleled communication flexibility, without the cost of building an internal system.




“When we launched Atomic, we set out to re-engineer PR processes and workflows to increase our efficiency, remove time and place as a barrier to moving work forward, and to create greater visibility and value for our clients,” said Hannon. “Facilitating a high level of collaboration between our account teams, partner agencies and clients has been crucial to our success, and the intranet has made that possible.”

Clients and account teams are using the intranets to work collaboratively and exchange critical information, no matter where they are located or what time it is. This frees up Atomic Tech PR’s account teams to concentrate on executing public relations activities rather than waiting for client input. It also allows clients to manage the public relations projects and add value and expertise on their own schedule. This is very important for corporate communications professionals who often find themselves short of time during business hours to check in with their agency. The intranet gives them a venue to manage projects, add information and collaborate regardless of whether the account team is in the office working or at home sleeping.

The intranets are not only keeping current clients happy, but according to Andy Getsy new clients have factored the intranets into their decision to choose Atomic Tech PR as their agency of record.

“Our approach to collaboration and our use of the intranets as an online work platform has helped us to win new business,” he said. “The intranets have truly become a competitive advantage for us – our employees and clients love the functionality and it has become an



important part of our new business package. Partnering with Intranets.com to deploy Atomic Tech PR branded intranets is one of the best decisions that we have made.”