



Intranets
.com

- **Consultant**
- **Ad Agency**



Swann and Partners

***Swann and Partners - a new
agency is up and running fast
with Intranets.com***

RLE June 2004

- **Consultant**
- **Ad Agency**



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Dallas, Texas

“The most important thing about Intranets.com is that it gave our new business a really quick start. We’re a brand new advertising agency – two weeks old – with 4 partners all working out of home offices, five independent contractors, and clients in North Carolina, Georgia, California and Texas. Our biggest challenge was how to collaborate with each other,” says Dan Acree, Partner, at Swann and Partners.

“I literally came across Intranets.com in a Web search and what a terrific find! Now I look like a genius to my business partners. This product is absolutely awesome. In just 4 days, with Intranets.com, we have a fully functional intranet that connects our new company from coast to coast.”

Acree says he and his partners, who all came from a larger advertising agency, are already experiencing “vast benefits from Intranets.com.”

“We already use the calendar, database, task lists, expense reports, and notification functions. I’d describe these as excellent all the way down the line. And, we plan to explore how other Intranets.com functionality can help our operations. I just like everything. I’m about as satisfied as I can be. I’m a raving fan!” says Acree.

“I’ve dealt with corporate intranets before, but never anything quite like this,” Acree explains. “At my last company, we hired a consultant and spent 9 months and about \$35,000 to create essentially the same kind of service that Intranets.com provides us now, at a dramatically low monthly price.”

“At Swann and Partners, we are putting everything into our Intranets.com Database Manager: Production orders, advertising copy, status approvals, where the copy is, etc. We have one particular field in the database that we use for our writers to copy and paste, as Word

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documents, our radio and TV scripts, which are no longer than 60 seconds. We also post the print ads as .pdf files in our Intranets.com database.”

“You don’t need extensive knowledge to set up a database like this. The whole process is easy. And, Intranets.com is so flexible; we can literally edit the structure of our database on the fly. We further customized our database just by collaborating this morning and we revised probably 50% of the database very quickly.”

Acree describes the running dialogue among the collaborators like this: *“So, what if we had this? Or that? Hang on a second. Click, click, click. OK, refresh your screen. Oh man, that’s great, but it needs two more lines. All right. Hang on a second. My gosh. That’s invaluable to be able to do that.”*

“Intranets.com gave us a quick start, maximum flexibility, and customization. It’s amazing.”

“We are a boutique firm. We specialize in advertising for retail automotive, but we also have a mix of other clients: A steel manufacturing company, a big antique mall, even a company at an old military base that puts corporate teams in tanks and puts them on missions to teach teamwork. To service all these clients – in North Carolina, Savannah GA, Palm Springs CA, and Houston and Dallas -- we all travel 3 out of 4 days a week and we are working 14 hour days.”

“Now that we are up and running as an agency, if I had to pick the single most important ongoing benefit of Intranets.com, it’s access from wherever we are --on the road or at home. And it doesn’t make any difference whether we are on a PC or a Mac – and the agency is Mac-based. Intranets.com is so great. It’s so easy to get to from wherever you’re at. Just get on your laptop and you’re there. You’re in business.”

“The Intranets.com group calendar is working great. The notification system is really cool. And, we love Intranets.com’s Expense Reports application. We had anticipated that one of our biggest hassles would be trying to keep track of expenses on the road, but, with the way the Intranets.com Expense Reports system is set up and works, it’s easy. And, we all use the Intranets.com Tasks List. I especially like the fact that you can share it.”

“I also like the security you get with Intranets.com. We bought the SSL Data Encryption Option. That level of security is important to my partners, because we have all our sales tracking information online,” says Acree.

“I was also really impressed with Intranets.com’s tech support, which is first class. So is the online HelpCenter. I don’t think I’ve ever had better tech support. I just can’t say enough.”

“Everyone here loves our new intranet. Intranets.com has solved a lot of problems for us and

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all our contractors are really delighted.”

“Maybe none of these things sounds like a big deal to a company that has an IT department, who already has existing databases, existing infrastructure, but it’s a big deal for any new company, or a company with 10 or 20 employees. That size company can’t afford their own proprietary intranet system. Intranets.com’s service is about as well-organized and well-thought-out as anything I’ve ever used on the Web.”

“And the fact that Intranets.com continues to improve its service is just great. I got an email today from Intranets.com’s marketing department announcing some new functionality Intranets.com is working on. That’s just terrific.”

