



io integration

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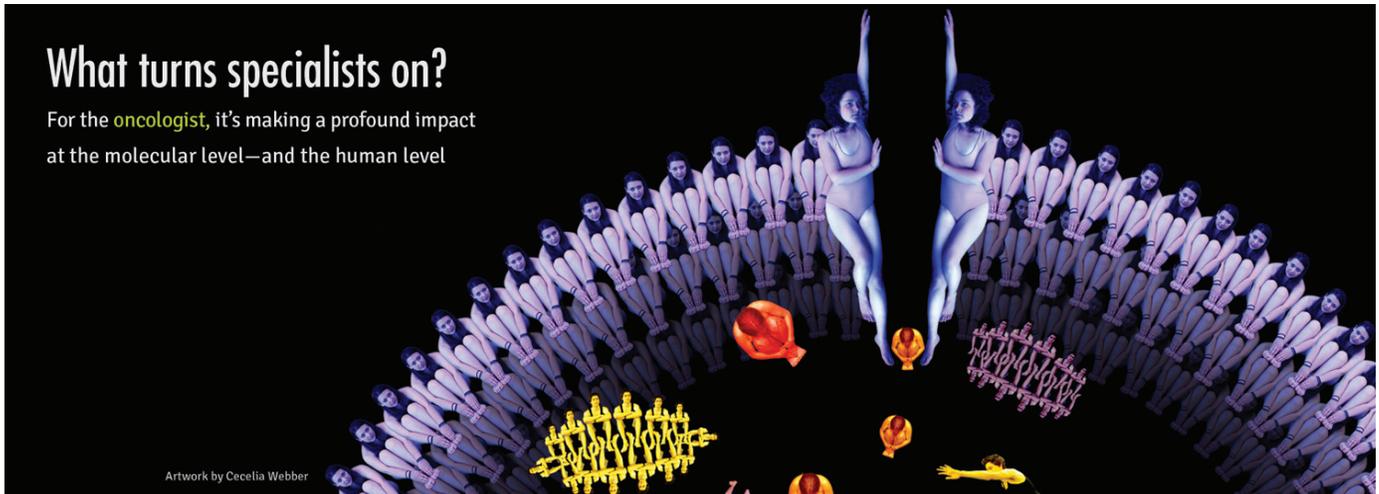
spotlight  
**harrison** and **star**  
case study

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## What turns specialists on?

For the **oncologist**, it's making a profound impact at the molecular level—and the human level



Artwork by Cecelia Webber

## case study harrison **plus** star

Harrison and Star is a full-service, global healthcare marketing agency focused on developing strategic, cross-channel promotional campaigns that target medical specialists. The Omnicom agency has logged 11 consecutive years of growth, going from 90 employees in 2001 to more than 350 at present. That phenomenal growth has been made possible, in part, by smart technology strategy.

“We’ve always had good technologies and strict, Six Sigma-based processes in place,” says Christen Nyarady, Harrison and Star’s Vice President and Director of Digital Graphics. “But even so, we knew we could be more efficient. We had file redundancy issues, which led to a constant challenge of not having enough server space which hindered our speed.”

Knowing that these issues could inhibit the agency’s ability to effectively manage new projects, Nyarady with her Production and IT partners adopted the Xinet digital asset management (DAM) solution. They also engaged IO Integration (IOI) to help them configure and use Xinet for maximum business benefit.

“IOI has a reputation for expert solutions strategy and implementation,” says Nyarady. “We brought them on board to help us establish the right systems and processes to support our growth.”

IOI, Nyarady, and team began their work together by analyzing the agency’s flow of jobs and files from inception to archive. Then they identified technology solutions that could improve the current workflows.

*“Having stringent processes in place has made it much easier for us to adopt a digital workflow, move at faster speeds, and achieve high-quality output”*





*“We used to archive everything manually, which we estimate took our studio staff 124 hours each year. Our new system has completely eliminated the need for manual archiving, so everyone can focus more time on their core creative work.”*

They began by replacing Harrison and Star’s manual production process with a more structured and automated system based on the Xinet platform. They set up multiple server volumes—including Concepts & Layouts, Mechanicals, Video, Development, and Archive—and granted group-specific permissions to move files via Xinet WebNative and custom ActionScripts.

Now, after 60 days on their near-line Archive server, files are automatically pushed to tape backup and all “old” folders, including their contents, are removed. “We have zero file redundancy—and nothing is ever left behind on a volume,” says Nyarady.

By consolidating multiple servers into a single Archive server, Nyarady and team have been able to archive a staggering 75 terabytes of data so far. Even better, she says, “We used to archive everything manually, which we estimate took our studio staff 124 hours each year. Our new system has completely eliminated the need for manual archiving, so everyone can focus more time on their core creative work.”

IOI helped the agency standardize file metadata, set up a strict folder structure on all server volumes, and use the Xinet Asset Timer to set up print queues with watermarks and expiration dates for even more control. All of these best practices make it easy for agency staff to search, find, and manage files. And by recommending that Harrison and Star use Centrify to manage file access and permissions, IOI helped the agency better control and secure its assets within each volume using Active Directory.



*IOI is the fastest-responding, most efficient vendor I've ever dealt with in my 20 years of IT work"*

"Having stringent processes in place has made it much easier for us to adopt a digital workflow, move at faster speeds, and achieve high-quality output," says Christen Nyarady. "There are no more complaints about server speed or lack of space, and staff members collaborate better and share files faster. We've done 12 launches since adopting this system, and in our last one, with 24 pre-presses, it took just 24 hours to get the files out the door."

Despite all they've accomplished, Nyarady and team see many more opportunities to strengthen their business with Xinet and other marketing automation solutions. "Our new systems have given us a big competitive advantage, so we keep working with IOI to come up with new ways to exploit the functionality," she says. "We're looking at eliminating paper from our review and approval process by setting up a digital soft-proofing workflow based on PDF and Xinet. We're looking at creating customized Xinet portals that allow us to stage content for individual clients. And we're bringing our sister agency and its 100 users so they can reap the benefits of greater efficiency."

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Another way IOI helps Harrison and Star is by facilitating knowledge-sharing sessions between the agency and its industry peers. "Our video production is ramping up," says Paul Montrone, Harrison and Star's Director of Production Services and Asset Management. "IOI is bringing us together with agency partners so we can hear first-hand how they're using the advanced capabilities of Xinet's video module."

Harrison and Star also credits IOI with providing exceptional support services. "There hasn't been a time when the person I've spoken to didn't have an answer or wasn't able to get me an answer within five minutes," says Montrone. "Everyone on IOI's Support team is very well-rounded."

Systems Administrator Oscar Ahrens agrees. "IOI is the fastest-responding, most efficient vendor I've ever dealt with in my 20 years of IT work," he says.

Christen Nyarady says Harrison and Star looks forward to a long and productive partnership with IOI. "We're comfortable working together," she says. "We're committed to each other's success."

