CASE STUDY
Neudesic Pulse Deployment

Word&Brown. General Agency

The Word & Brown Companies

- Cloud
- Enterprise 2.0
- Mobility
- Managed Services
- Neudesic Pulse

- Connected Systems
- Custom Application Development
- Dynamics CRM
- Portals & Collaboration
- SQL/Business Intelligence
- User Experience

THE COMPANY

The Word & Brown Companies provides services through tens of thousands of brokers to more than 60,000 employers with more than 6.5 million eligible employees. It began in 1984, when John M. Word III and Edward Brown, Jr. founded Word & Brown Insurance Administrators to develop and market innovative sales tools and quoting systems that would assist brokers in delivering the best group health plan options to small businesses. Two years later, Word & Brown Insurance Administrators became the largest independent small group health distributor in the nation.

Today, The Word & Brown Companies is the nation's recognized leader in developing and offering innovative technology, health benefit plan models and sophisticated employee benefits services to companies of all sizes.

THE CHALLENGE

To support the development of its pioneering sales tools and cutting edge quoting systems, The Word & Brown Companies employ an IT department of more than 140 professionals throughout the United States and India. The company prides itself on a culture of service and excellence for its customers; however, Word & Brown needed to grow a stronger culture of service and excellence within the organization.

We needed a solution that could bring our entire organization together to collaborate, share ideas, ask questions and get answers, either from a centralized 'hub' or within the business systems we use on a regular basis. Neudesic Pulse was the perfect choice.

Phil Scott
Senior Vice President, Enterprise Services
The Word & Brown Companies

What the company needed was a tool that would improve the efficiency of its team and make challenges and ideas more visible, discoverable and actionable. "It's paramount for our IT teams to meet the standards our customers expect, but we weren't holding ourselves to the same standards within our company," said Phil Scott, Word & Brown's senior VP of enterprise services. "Traditional ways to communicate, like email, didn't connect our distributed workforce in meaningful, effective ways."

THE SOLUTION

The Word & Brown Companies' search for a product that would enhance communication and foster an internal culture of collaboration led them to Neudesic Pulse, enterprise social software that fundamentally changes the way

Industry

- Insurance Services

Products

- Neudesic Pulse

Challenge

Word & Brown wanted to grow a stronger culture of services and excellence within the organization and needed to find a tool that would improve the efficiency of its team and make challenges and ideas more visible, discoverable and actionable.

Solution

Neudesic Pulse, enterprise social software that fundamentally changes the way people interact in the work place by allowing them to micro blog, find company experts, ask questions, get answers, assign and manage tasks, create and follow internal groups, and connect with external customers or partners.

Benefits

- Easy to set up and use
- Can be deployed on site or in the cloud
- Employees can immediately identify experts and colleagues to answer their questions
- Problems can be surfaced and addressed quickly and globally
- Executives now have the visibility they need for a deeper understanding of their global organization

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Project Highlights

- Word & Brown wanted to grow a stronger culture of service and excellence within the organization
- The company needed a tool to make its team more efficient, and foster a culture that makes challenges and ideas more visible, discoverable and actionable
- Their search for a solution led them to Neudesic Pulse, enterprise social software that changes the way people interact in the work place
- After using Pulse across their organization, Word & Brown management immediately noticed a shift in company culture
- Word & Brown's IT department now collaborates on Pulse instead of through multiple channels, including file stores and email

people interact in the work place. Pulse brings social capabilities to any organization by allowing employees to micro blog, find company experts, ask questions, get answers, assign and manage tasks, create and follow internal groups, and connect with external customers or partners.

The easy-to-use product can be deployed on site or in the cloud, and applications for all major mobile devices mean you can take Pulse with you wherever you go. Pulse integrates with most business systems and applications, including Microsoft SharePoint, CRM and Office 365, so users can collaborate from within the systems they use most.

"Email, IM and blogs have their place," said Scott. "But we needed a solution that could bring our entire organization together to collaborate, share ideas, ask questions and get answers, either from a centralized 'hub' or within the business systems we use on a regular basis. Neudesic Pulse was the perfect choice."

> *We're a more connected and informed organization, and we look forward to the positive, fundamental change Pulse will bring to our culture over time.*
>
> *Phil Scott*
> *Senior Vice President, Enterprise Services*
> *The Word & Brown Companies*

THE BENEFITS

After deploying Pulse throughout the organization, Word & Brown immediately noticed a shift in their culture. "Now our IT department can collaborate on Pulse instead of through multiple channels, including file stores and email," said Scott.

Pulse gives Word & Brown employees the ability to ask questions of their colleagues across the enterprise and get answers that help them identify company experts. Problems can be surfaced and addressed quickly in Pulse, improving overall project management. Pulse also provides Word & Brown executives with the visibility they need to gain a deeper understanding of their global organization. "We're a more connected and informed organization," said Scott, "and we look forward to the positive, fundamental change Pulse will bring to our culture over time."

Neudesic is the trusted technology partner in business innovation, delivering impactful business results to clients through leading-edge technologies, innovative solutions and strategic alliances. Our business insights and industry knowledge help our clients achieve a sustainable competitive advantage. Founded in 2002 and headquartered in Irvine, California, Neudesic is a privately held company, serving clients globally from offices across the United States. For more information, visit www.neudesic.com.