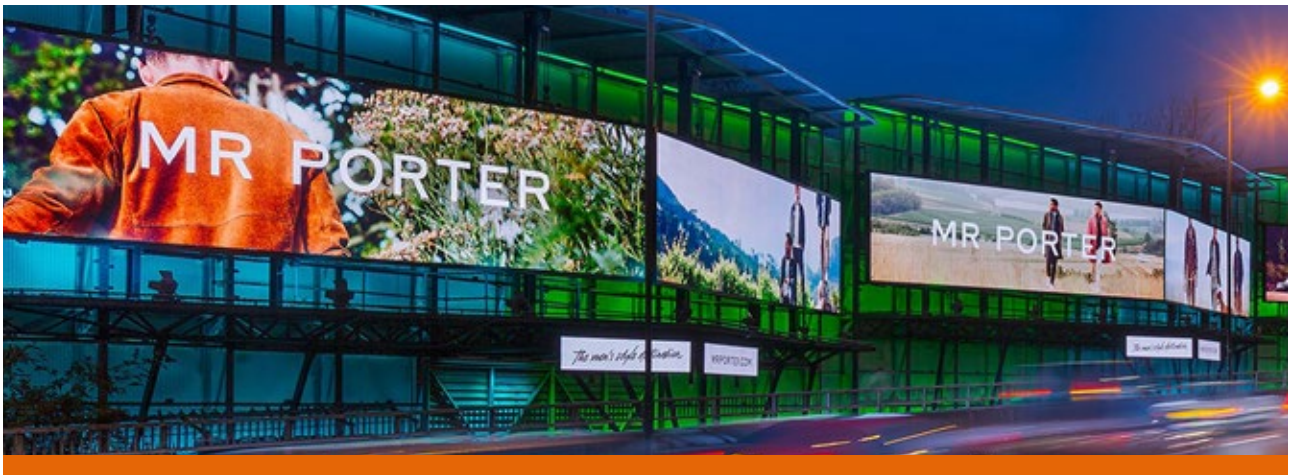


# Creating a 21st Century Workspace at Clear Channel

ISN programme manages a major HQ office refit, enabling a new IT infrastructure that's transformed how Clear Channel's teams interact, create, co-work and collaborate



## About Clear Channel Outdoor

Offering an advertising portfolio that puts brands where they want to be, Clear Channel's 590,000 print and digital sites in some 25 countries across Asia, Europe, Latin America and North America connect advertisers with over half a billion people every month.

In the UK, Clear Channel operates more than 40,000 classic and digital advertising billboards and screens nationwide. Its award-winning creative teams are dedicated to delivering immersive out-of-home campaigns featuring the latest interactive displays, digital touch screens, shelter and POS wraps, plus 2D and 3D billboards, to create unforgettable brand engagement moments.

## The challenge

When Clear Channel embarked on a major revamp of its flagship HQ at Golden Square in central London, its vision was to create a truly 21st century workspace featuring client-facing areas, meeting rooms and adaptive co-working spaces packed with digital connectivity.

"Our goal was to unleash a paper-free activity-based working environment featuring digital technologies that support hot-desking, foster mobility and make truly agile and collaborative working a reality," explains Ray McGregor-Allan, Infrastructure Services Manager at Clear Channel Outdoor.

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Implementation would be a multi-stage proposition that involved relocating people and operations to a temporary alternate location for the duration of the infrastructure and office refit. To ensure it could embark with confidence on its office of the future vision, Clear Channel wanted to review all available workplace technologies.

"We wanted cutting-edge solutions that were effortless to use. For example, we were determined to initiate slick meeting room spaces that made it easy for our people to come together and collaborate in real-time with colleagues and clients," continues Ray.

To help make this happen, coordinating a complex schedule of project activities ranging from IT specification to actual infrastructure implementation, Clear Channel called on ISN.

### The solution

Kicking off the sophisticated programme delivery, ISN tackled stabilisation of the existing network and wireless infrastructures in readiness for the move to temporary office accommodation. The transfer was completed in one weekend, with zero downtime for staff. Smoothing the infrastructure also resulted in a 50% drop in calls to the service desk as result of systems working more effectively.

Next ISN began working on the IT specification for new team collaboration and desktop solutions that would transform how people worked. Within a matter of weeks, the workforce had migrated to Office 365, One Drive and Skype for Business; platforms that give users access to online meetings, the ability to share documents, instant messaging, voice and video calls plus instant visibility of colleague availability.



“ISN provided the professional expertise, programme management and technical delivery services required to create a state-of-the-art campus that smartly integrates all the digital features and services we need to serve up a truly 21st century workspace for users and customers”

- Ray McGregor-Allan,  
Infrastructure Services Manager at Clear Channel Outdoor

### ISN solution

- Implementation of Cisco Wireless LAN and access points across 20,000 sq.ft
- Smooth and unbroken transition of services across office locations
- Specification and implementation of hot desking and meeting room technologies
- Design and construction of state-of-the-art Comms Room
- Deployment of AV solutions throughout the building
- Deployment of meeting room booking and ‘visibility’ technology
- Running workshops so staff were up and running fast with the new technology at their fingertips

### Benefits

- Streamlined delivery of complex multi-element programme of works
- Step-by-step collaboration with architects and building contractors
- Initiation of new digital work environment that’s boosted workforce productivity
- Enablement of impressive customer showcase and capability demo suites
- Meeting rooms have become creative hubs where customers, staff and supplier partners can brainstorm, network and project manage campaigns with ease
- New, high energy workplace culture has stimulated a ‘connect, learn and grow’ outlook that’s boosted creativity and productivity across the organisation

Meanwhile, refit preparations were in full swing at Golden Square. Working in close collaboration with specialist interior refit specialists Parkeray, ISN was responsible for coordinating all IT, mechanical and electrical services into the new offices. This included installation of cabling throughout the six storey building, implementation of WiFi throughout – including the basement and stairwells – and the design and installation of a state-of-the-art Comms Room.

As the spaces came together, ISN was able to implement screens and technology points in meeting rooms and install the universal docking stations that would make hot-desking a reality for employees – even directors.

“ISN oversaw every element of the IT work stream on our behalf. From managing the initial RFI tender process to the design and implementation of the ICT infrastructure itself,” says Ray.

## Results

Clear Channel's Golden Square offices now provide an open and inviting work environment that features touchdown spaces and break out areas designed to foster enhanced collaboration and interaction.

Staff can sit and work wherever they wish, using Skype for Office to maintain communications with internal and external contacts. Pervasive WiFi services mean people can stay mobile throughout the day, effortlessly moving between teams and projects.

“Very quickly our people became confident at using the new collaboration tools provided to explore new and better ways of co-working,” continues Ray. “Now they can video-conference direct from the desktop, participate in face-to-face interactions as needed while using tools like chat, email and file-sharing to work more inclusively and effectively.”

This new found productivity extends to the new state-of-the-art meeting rooms. These innovative spaces feature Microsoft Surface Hubs that offer built-in video conferencing, on-board Office apps and large multi-touch displays. With a single tap, users can join a Skype for Business meeting and share content effortlessly.

“Our meeting rooms are no longer redundant spaces that are hard to book – and hard to use. Instead, they've become creative communication hubs that are constantly used to engage with colleagues and customers,” continues Ray. This includes the jewel in the crown, an area in the basement known as the ‘Playground’ that features a large media wall and a meeting room pod where Clear Channel can showcase its exciting inventory to clients.

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 Clear Channel



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