



## Case Study: Construction

---



**ASM – World Route Development Consultants** With unrivalled experience and more importantly truly care about making a positive difference to its clients' air service networks. Understanding airports and how they work and our relationships with airlines are unrivalled in the industry. We believe we know how to get you where you need to go, because we are part of the largest of family of route development products dedicated singularly to making air service development happen. All of these products are part of UBM, which is a major global company with resources and offices located in 40 destinations worldwide.

<http://www.asm-global.com/>

---

## Connecting with employees and executives; getting you where you need to go globally

---

- Adopting a 'social-media' type approach to managing day to day communications
  - Flexible, easy to use with stringent security policy
  - A platform that embraces the whole company
-



## The Challenge

ASM is a multinational company with offices and clients all over the world. After several embarrassing incidents when entire e-mail threads were inadvertently forwarded to clients, they required a collaboration platform that would allow them to keep track of client activity emails, documentation and proposals in order for them to follow up effectively, increasing client satisfaction but ensuring tight security measures.

Additionally, one of the key requirements was to manage day to day communications. They wanted a system that they could adopt in a more 'social-media' type approach to communications.

---

## Why Sosius?

With the whole of ASM using the platform, including individuals and project teams plus sharing with clients and individual associates; ASM's requirements needed to be flexible, and easy to use. By building in reminders that clients can see any red-colour coded area and content only, the rigid approach reduced the risk of confidential documents being shared without authorization or by user error and resulted in reducing the quantity of un-necessary email communication.

Predominantly using Sosius for file sharing, version control, alerting and mass communication through blogging and discussions, the platform was seen as diverse and having up to the minute applications.

---

## The Results

Greater coordination and control over client and prospect interactions in addition to eliminating the security risk posed by sharing sensitive information via email has improved. With one platform consolidating employee communications, it has become a place for open discussions, 'We have seen a huge improvement in executive-to-employee communication and with having a more free-form social media approach – associates love it, it's easy to use and it's really taken off. It's a space where the ASM culture can really thrive' says Nick Oldrini, *ASM Global*

---

## The Future...

2014 will see expansion of the platform utilising other features within the platform, timesheets, project management, planning and looking at ways to continually improve communications but with comprising security.