Powering an Advertising Agency with a Custom
UCaaS and Dedicated Business Internet Solution

By delivering a bundled package of cloud-based collaborative tools and cost effective high-bandwidth connectivity, Claro Enterprise Solutions helped Mad Studios, a multidisciplinary advertising agency, enhance the efficiency of its operations and boost team productivity.

Challenge

Mad Studios is in the business of crafting impactful experiences that breathe new life into brands. Their multidisciplinary team of 50+ creatives embraces a human-centered approach to addressing needs related to all stages of a brand's marketing pipeline, from developing custom content strategies to identifying innovation territories.

An offspring of the digital age, Mad Studios understands the ins-and-outs of eCommerce, emerging technologies such as AR/VR, and the importance of building marketing campaigns upon a strong UX foundation. Ironically, as the firm continued to grow nationwide, opening multiple remote operational and fulfillment facilities, its internal communication capabilities required a boost.

To keep production on schedule and work seamlessly across geographic boundaries, Mad Studios needed access to more robust high-bandwidth connectivity and cloud-based collaboration tools. "Because our work is data-intensive, our network was experiencing hiccups that led to inevitable delays. Making a change was essential," says Marc Aptakin, Mad Studio's President and Founder.

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The Solution

Mad Studios turned to Claro Enterprise Solutions for a bundled Unified Communications-as-a-Service (UCaaS) and Dedicated Business Internet package that delivered much-needed functionalities. UCaaS facilitated remote collaboration across different platforms, applications, and devices; while Dedicated Business Internet ensured that Internet speeds and access were unaffected by network traffic volumes. "From the moment we switched, there was a noticeable difference," says Aptakin. "we're very pleased with the results."

Benefits

The benefits of UCaaS/Dedicated Business Internet solutions include reliable, high-bandwidth connectivity, enhanced productivity, mobility integration for advanced services, and ease of deployment. These features are becoming increasingly critical for firms like Mad Studios as customer expectations continue to soar. "Our business is all about speed," says Aptakin. "At one point, we were jogging, and now we're sprinting."

" Our business is all about speed. "

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