

Professional services agency – Bulldog Solutions

Gaining a competitive advantage through remote collaboration



SMART business solutions support creative, effective collaboration sessions.

“With SMART business solutions, we have been able to give our clients a creative, collaborative experience – whether clients are local or remote, SMART business solutions bring them right into the conference room.”

Johnny Anderson, Vice President of Business Development, Bulldog Solutions

Specialists in business-to-business demand generation, Bulldog Solutions helps clients gain sales-ready prospects using marketing strategies based on their unique process and technologies. The strategic services offered by Bulldog Solutions require highly effective, creative collaboration sessions – both internally among staff and externally with clients.

With a global client base and a geographically dispersed workforce, Bulldog Solutions was seeking innovative ways to collaborate over distances. “There is a creative element to everything that we do, and when we’re working with clients, it isn’t effective to just show

slides,” explains Johnny Anderson, Vice President of Business Development. “In our creative sessions we need to be able to annotate presentations and spreadsheets and collaborate through free-form whiteboarding.”

After engaging with SMART and discovering the ways that SMART business solutions transform how people work together, Bulldog Solutions implemented them in the main conference room at the company’s headquarters in Austin, Texas. They were immediately embraced by staff and clients.

The ability to interact with the SMART Board interactive whiteboard through touch had people talking about the attraction of the technology. People were excited about touching the display to open documents, launch applications and write in digital ink. “The ‘coolness factor’ makes people want to use it,” says Anderson. “The learning curve was short.”

With a SMART Board interactive whiteboard, distance conferencing software and collaborative whiteboarding software, the company has enhanced its collaboration sessions while also creating a distinct competitive advantage and reducing costs.

“When we’re competitive against an agency that’s in the same geography as a prospective client, we now have the ability to give the client a collaborative experience with us, and we don’t have to get on an airplane to do it. SMART business solutions have eliminated the competitive disadvantage of being remote from our clients,” says Anderson.

Sessions with Bulldog Solutions’ clients are strategic and complex. They often include activities like mapping exercises, persona-development exercises, spreadsheet projections and nurture-track development. Each of these activities demands a high level of creative brainstorming and collaboration with every session participant.

“For example,” says Anderson, “when we are working on a nurture track, which is behaviourally based, we’re drawing diagrams and creating conditional branches. We’ll also be looking at segmentation and drawing segmentation maps – all of this is creative and highly detailed. We need to be able to draw, change colors, move things around – it’s free-form stuff. With SMART business solutions, we have this flexibility.”

Staff participants in local meetings at the Bulldog Solutions headquarters are also benefitting from increased productivity. With SMART business solutions, people save time by easily capturing meeting notes and saving materials into client files. They also have more meeting continuity, since they are able to open digital files with all of their whiteboarding notes and pick up right where previous sessions left off – helping them make the most of their meeting time.

In strategic sessions, participants frequently discuss materials from a variety of sources. With SMART business solutions, they capture information from spreadsheets, presentations and all of their free-form whiteboarding notes into one file.



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Anderson notes that this is “a productivity enhancer – even for the non-geographically dispersed people in our company. At the end of each session we send all of the materials in PDF format to everybody.”

“It’s much better than our previous alternative,” he chuckles, “Before, when we would finish a session on a regular whiteboard, we would take a picture with our cell phone and e-mail it around!”

Implementing SMART business solutions has succeeded in improving collaboration, competitive advantage and productivity, while driving down costs. For these reasons, the company plans to set up multiple conference rooms equipped with SMART business solutions when it moves into a new, larger facility in the coming months.

“Right now, we have to juggle the schedule for our conference room to accommodate all of our interactive sessions,” explains Anderson. “It will

be nice to have SMART Board interactive whiteboards in all of our conference rooms in the new facility.”

“With SMART business solutions, we have been able to give our clients a creative, collaborative experience – whether clients are local or remote, SMART business solutions bring them right into the conference room. Giving them this collaboration environment puts us at a major advantage,” he says.

Anderson estimates that the company is saving at least US\$60,000 per year on air travel costs and is benefitting from reductions in costs that are more difficult to measure, such as those related to productivity lost while traveling.

At the core of Bulldog Solutions is a team of creative people, and with SMART business solutions they strategize and collaborate more effectively and creatively – without geographic limits.