

CHALLENGE

BearingPoint, a leading global professional services firm with over 16,000 distributed mobile employees, changed its corporate identity from KPMG Consulting in the fall of 2002. BearingPoint faced two distinct, challenging initiatives. First, as part of the re-branding effort, the company's communication efforts needed to comply with SEC regulations for a public entity. The entire global re-branding initiative – from launching the new name and logo to a revised listing on the NYSE – had to occur simultaneously. Second, BearingPoint needed to address the IT challenges of managing and maintaining a widely-distributed mobile network.

REBRANDING

BearingPoint's Corporate Communications group was responsible for developing a plan of action to:

- Launch new brand identity to 16,000 professionals simultaneously
- Establish marketing brand consistency and new business culture
- Integrate professionals into a new business culture
- Ensure brand recognition internally and externally
- Increase view rates for corporate communications

Due to their extensive mobile and remote workforce, BearingPoint was previously unsuccessful in communicating through streaming video and Webcasts. The remote workforce would experience a long wait for content downloads or not receive the content at all. Additionally, this activity negatively impacted the BearingPoint network.

IT SOFTWARE DELIVERIES AND UPDATES

BearingPoint's widely distributed network and mobile workforce created challenges to updating employees' PCs with software applications, updates, and security patches. The previous software delivery application was inefficient in reaching occasionally-connected employees, leaving open the potential for virus outbreaks, data loss, and decreased productivity.

"Ignite offered us a single-point solution...to all of our users, no matter where they were."

– Chas White, CIO, BearingPoint



SOLUTION

REBRANDING

BearingPoint selected Ignite's Content Delivery Solution and implemented a private, communications channel – BearingPoint TV. Through Ignite, BearingPoint TV delivered all the re-branding campaign communications content, such as executive broadcasts, marketing materials, new sales collateral and training videos.

BearingPoint's corporate communications administrators were able to control the time-sensitive content deliveries so all employees viewed the content at the same time. The administrators also prevented the sensitive content from being forwarded and copied, and could remotely delete the content from employees' PCs.

The re-branding communications reached every BearingPoint employee around the globe, regardless of how they were connected to the Internet. All communications were made available to view online or offline.

During the re-branding campaign, Ignite tracked and monitored all activity. BearingPoint was able to quantify the success of BearingPoint TV with detailed reports that indicated who viewed each delivery and how often.

IT SOFTWARE DELIVERIES AND UPDATES

BearingPoint uses Ignite's Content Delivery Solution to securely track and inventory all systems and deploy new software and security patches on every PC around the globe. The ability to reach PCs located at home, office or client sites solved the company's challenge of managing its mobile workforce PCs. BearingPoint was able to efficiently and cost effectively distribute software updates and patches, significantly improving the management of its global distributed network.

RESULTS

REBRANDING

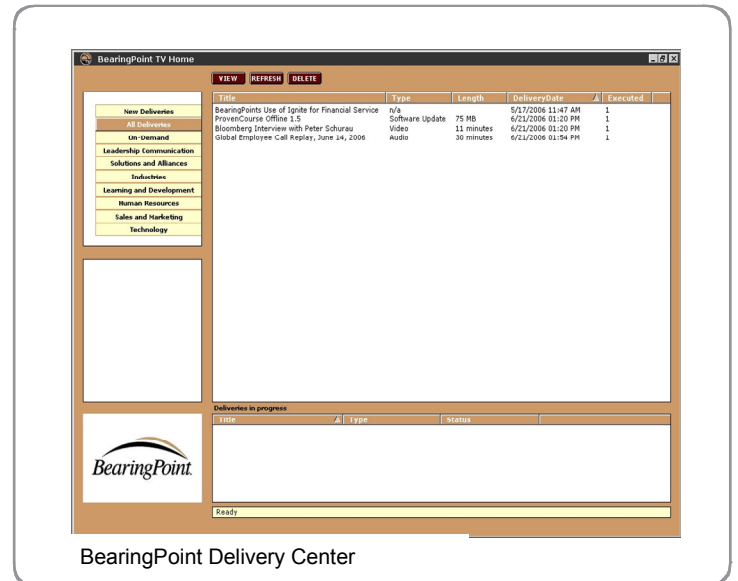
BearingPoint was able to execute a coordinated and cost-effective re-branding launch, reaching all 16,000 of its employees through BearingPoint TV. Quantified results include:

- Increased corporate communications view rate from 5-10% to 65-75%
- Reduced costs associated with producing and distributing content via CD by 65%, and reduced costs associated with executive travel
- Achieved 97% reach to global users in 28 countries and were able to report on which users did not receive content
- Delivered secure, TV-quality video featuring the CEO along with re-branded PowerPoint and Word templates, new logo and branding requirements, to employee PCs, and enabled the content to be viewed online and offline
- Embedded instructions to launch all content at a predetermined date and time for simultaneous viewing, complying with SEC regulations
- Voted by employees as the **#1 New Firm Initiative**

IT SOFTWARE DELIVERIES AND UPDATES

BearingPoint delivered software applications, updates and patches to its entire global workforce; reaching occasionally connected users and ensuring all security patches were installed. Quantified results include:

- Reached 97% of all global PCs in 28 countries
- Achieved 85% improvement in reach over existing desktop management applications within first 24 hours
- Reduced downtime by an estimated 18,000 employee hours by delivering software with no employee interaction required



BearingPoint Delivery Center

BearingPoint, Inc. (NYSE: BE) is one of the world's largest providers of management and technology consulting services to Global 2000 companies and government organizations in 60 countries worldwide. Based in McLean, Va., the firm has approximately 17,500 employees, and major practice areas focusing on the Public Services, Financial Services and Commercial Services markets. For nearly 100 years, BearingPoint professionals have built a reputation for knowing what it takes to help clients achieve their goals, and working closely with them to get the job done.

For more information about the Ignite Content Delivery Solution, visit www.ignitetech.com.