

Barokas Public Relations:

Solving a Unique Collaboration
Challenge with Intranets.com



One Van De Graaff Drive
Burlington, MA 01803
888.932.2600
www.intranets.com

Barokas Public Relations:



Barokas Public Relations Seattle, WA

Customer Business Profile

Established in 1998, Barokas Public Relations (BPR) is a Seattle-based agency that focuses solely on providing outstanding public relations counsel and key editorial contacts to companies in the technology sector. Barokas works with the industry's leading companies and prides itself on individualized and quality service for its clients.

The Challenge

When Robert Nachbar of Barokas Public Relations Agency in Seattle set out to find a way to communicate more effectively with one of his high profile technology clients, he never imagined that an intranet could offer him the perfect solution. That's because he hadn't fully considered the broad range of functions and benefits that intranets can provide, not just for employees within the boundaries of a specific organization, but for the external customers, clients, and vendors who interact with them on a daily basis. Originally looking for a contact manager for use within the agency, Nachbar took a 30-day trial of Intranets.com, but decided not to subscribe. At the time, he just wasn't sure he needed all the options that Intranets.com provided. Four months later, however, Nachbar revisited the Intranets.com solution and realized that it could be utilized in ways he'd never before considered.

Earlier this year, the team at Barokas came face-to-face with an interesting collaboration challenge. One of their top clients wanted its internal media relations team to work in tandem with Barokas' group. The two teams were in different locations, yet each needed to keep close track of press relations, including the status of interviews and article placements. This situation presented a critical need for both groups to share information and remain consistently up-to-date on each other's interactions with the press.

The Solution

What Nachbar found in Intranets.com was the perfect "extranet" solution to address his agency's challenge. The intranet site, along with its permissions feature, allowed Barokas' media relations group to select the appropriate members of their client's group and provide them with web-based access to an extensive information repository. Both

CHALLENGE

Barokas Public Relations agency had an immediate need for a user-friendly online communication solution to facilitate daily collaboration and coordination with an external client.

SOLUTION

The versatility of Intranets.com provides Barokas with a secure web-based extranet and extensive information repository. A variety of integrated applications allow the agency team and their client to organize, share, coordinate, and track media activities and schedules quickly and smoothly.

RESULTS

Through the Intranets.com solution, Barokas establishes improved quality of service and an enhanced working relationship with their client based on more efficient coordination of media activities.



the client team and the Barokas team then utilized the shared calendars application to track press calls and even plan a full-fledged press tour. “Suddenly the intranet began serving us as an extranet,” says Nachbar. “It was so helpful and enlightening to discover how easy it could be to share our media relations information with the client team in such a customized and secure manner. Realizing the versatility of the Intranets.com solution really opened my eyes and expanded my thinking about the product in general and its diverse capabilities in particular.”

“The Intranets.com solution really worked well for Barokas. It’s a mistake to think of an intranet solely as an ‘internal tool’ for employees. The versatility of this product goes far beyond that, and it helped us in ways we hadn’t even considered.”

- Robert Nachbar
Senior Account Supervisor
Barokas Public Relations

Positive Results

The logistical complexities of planning press tours were made that much smoother for everyone with the help of intranets shared calendars. Nachbar points out that normally, his team would email dates and documents back and forth to the client during this process - a technique that can and does get very confusing after several rounds. Nachbar claims, “the process is so much easier now that we do it on the intranet site. No more double-booking and everyone on both sides knows exactly what’s been scheduled at any given moment.”

As soon as Nachbar and his colleagues started using the intranet as a secure extranet, it didn’t take them long to discover the intrinsic value of many of the other applications included in the Intranets.com suite. Shared calendars solved their immediate collaboration challenge, but the group links feature also enhanced agency/client communications. “I love group links,” says Nachbar. “We use that feature all the time to share articles on competitors and other significant information about a particular client’s industry. It’s a whole lot easier than global e-mail exchanges which can sometimes get messy.”

The database application also offered Barokas a better way to organize, expand, and share client information that in some cases, they had already documented in an Excel spreadsheet. Nachbar raves about the database “import” feature saying, “I was pleasantly surprised when I wanted to upload and customize data from Excel onto the intranet. The import feature within the database application made it so simple. The transition was flawless!”

Reflections on the Intranets.com Solution

Nowadays, Nachbar couldn’t be happier that he decided to give Intranets.com a second look. By expanding his perspective on how an intranet might solve certain business challenges, he ultimately discovered that it was just what he needed. Nachbar comments, “the Intranets.com solution has really worked well for Barokas. I believe in its benefits and I constantly pitch the product to the technology editors I talk with everyday. It’s important that others hear about the diverse uses of an intranet, because maybe it could help them in a way they haven’t even thought of yet.”

