

refreshing work

hexby[®] operations



HELLO JAMBO SHALOM
BONJOUR CIAO HALLO
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Refreshing work

We are Hoxby, a professional and creative services company that is far from ordinary in terms of methods, attitude and culture. We are refreshing: no bureaucracy, hierarchy or jargon, just brilliant, diverse brains working together to deliver work for our clients that is out of the ordinary too; refreshing work.

We're people who work on our own terms but deliver together. No office, no nine-to-five, no presenteeism.

We're made up of strategists, creatives, tech-heads. Writing people, numbers people, people people. Diverse thinkers, do-ers, disruptors. By removing all forms of bias, we have assembled a globally diverse community of people and expertise beyond comparison. Our cognitive diversity elevates our collective intelligence to profound levels to make sure we always deliver refreshing work to our clients. This is the Hoxby way. Refreshing work.



Who we are


We are a community of hundreds of handpicked, diverse and talented freelancers, who work remotely across the world. Since inception, more than 20,000 people have applied to join us – such is the demand for our way of working.

We have pioneered a rigorous selection process to accept only the most motivated people into the community, plus a proprietary project curation processes to match the right people to the right projects at the right time.

Our diverse teams collaborate across time zones using cloud-based systems, working as seamlessly as if they were in the same room. We're lean, fast and flexible in delivering refreshing new answers to our clients.




What you get



Unparalleled knowledge

Our limitless network of talent enables us to offer unrivalled matching of quality expertise to each unique project. We combine the skills, passions and experiences of each member to create the most skillful and dedicated team anywhere in the world.



Extraordinary passion

As individuals, we choose the projects we work on – we work with you because we love your challenge, your business and you. That way, you always know we're going to be totally invested in the outcome and give more than just our time to ensure we succeed. Together.



Seamless integration

There's no hidden cost, no swanky office or other overheads – every penny is invested into people working for you and your business. Connected to you via the cloud and in person, we work with transparency and flexibility to integrate seamlessly with your own teams.

Our clients include

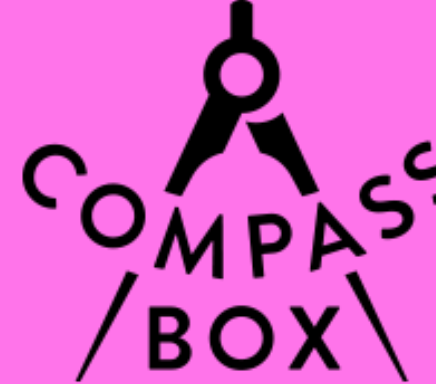
Deloitte.

 **BEE | midtown**

MERCK

 **General
Mills**
Making Food
People Love

bazaarvoice®

 **COMPASS
/BOX**

Operations, but not as you know it

At Hoxby, we see operations differently. Moving beyond simply admin, diary management and note-taking, operations is the backbone of any organisation – and is absolutely critical to its success.

Yet when was the last time you really thought about your business systems and processes?

Can you be sure they are working at their best and fully maximising productivity, output and performance?

Are you making the most of all the data and systems you have access to?

Are the right people getting the right information?



Operations are changing – and it means business

New technology is transforming the workplace and, in turn, the role of operations. A move towards more project-based work is increasing the demand for flexible project operation capabilities.

Traditional temp agencies that provide individual admin personnel for specific roles no longer cut it. Businesses need an integrated operations solution alongside fast, easy access to specialist skillsets across data management, systems and process operations, stakeholder management and project and event management.

Hoxby can deliver a bespoke, fully-functioning team to take on larger scale operations projects as and when they arise, as well as providing a structured, full-service, retained operations support function.



A new breed of agency

The digital revolution is evolving the landscape and creating an opportunity for digitally native agencies that are lean and agile to offer clients a refreshingly fluid and adaptable model.

The flexible, digitally native nature of Hoxby is built upon the power of freedom and trust. We believe this is how we deliver the best for clients.

Our lean structure, with minimal overheads and a pool of freelance talent, frees us to stay focused on delivering the best outputs and value for our clients.

In partnership with clients, we can quickly build carefully curated teams to deliver on unique briefs.

We select only individuals who are passionate about their work and your brief – who will be motivated to go above and beyond to deliver exceptional results.

Due to our global footprint across 43-plus countries, we can quickly access specialists in different fields and geographies, utilising our scale to deliver great projects at speed.





Doing things smarter has never been easier

Data management

Data entry and analysis
CRM administration
Systems and process
management

Project management

Event co-ordination
Project management and delivery
Stakeholder management
Co-ordination of teams

Documentation

Research and report writing
Document formatting
Proofreading and fact checking

Operational support

Office and operations management
Secretarial support
Travel and accommodation management



Operational support

Are you making the best use of your time? Or are your precious hours wasted battling inefficient systems and processes, or chasing people and information?

All organisations need solid, robust systems and processes in order to be effective and productive. They also need efficient, skilled people to manage and uphold these processes.

From coordinating and booking those all-important business trips to streamlining office processes,

Hoxby Operations can look after and simplify many of your day-to-day activities, saving you significant money, time – and stress.

We can deliver bespoke support projects or provide a retained, outsourced solution across your business. With a large team of dedicated Hoxby associates across the globe, we can also provide 24/7 support and manage business processes in absolutely any time zone.

‘Time is what we want most, but what we use worst’

William Penn



Project management

How many projects or events have you worked on that failed to see the light of day or haven't achieved the expected results?

All projects – whether it's a new system implementation, an event or a change management project – need strong and careful management. Good project management streamlines a project, drives it forward and ensures that what is delivered is of the highest

quality – and meets the objectives for the business. We ensure that all relevant stakeholders are involved, their inputs incorporated and that everyone is kept up to date via detailed progress reporting.

Hoxby Operations can provide bespoke teams to plan and manage projects and events across any discipline and multiple territories.

‘Operations keeps the lights on, strategy provides a light at the end of the tunnel, but project management is the train engine that moves the organisation forward’

Joy Gumz



Documentation

How many reports and documents are produced by your department? Do they always deliver the impact you desire?

Organisations and departments are expected to produce an ever-increasing number of reports – for internal stakeholders, for clients and for the wider market.

Whether it's client reports, research findings, monthly reporting or strategy documents, Hoxby Operations can take the pain and time out of

structuring, formatting, editing, proofreading and fact checking – to ensure that every report or document is impressive, accurate and delivers maximum impact to its audience.

We can work across large numbers of documents at speed, providing consistency and polish. We also have access to a fantastic pool of Hoxby graphic designers, copywriters and researchers, who we can bring on to projects if and when required.



Data management

Good data is the key
to good business.

We can help you bring order to the tangled mass of data points gathered by organisations today. To offer valuable insights, data needs to be accurate as well as effectively processed, stored and shared. Hoxby Operations will work with your teams to plan and carry out validation, cleansing, storage, protection and processing of your data to ensure that it's accessible, reliable and timely for your business.

We can provide large-scale support at speed for urgent projects. We also provide project management, structure and quality control to ensure data projects run smoothly.

‘Without data, you’re
just another person
with an opinion’

W Edwards Deming



‘As we moved to a more automated marketing system, we needed to organise our existing data into a format that would enable us to not only capture new data in a coherent structure, but also retain the benefit of historic information to track progress over time. This system needed to be appropriate for an expanding, outsourced team, and also fully secure and suitable for audit by stakeholders.

‘Our IT provider had recommended Microsoft SharePoint, and Hoxby came onboard to manage and fulfil the migration. This involved advising on suitable naming conventions, file tagging and processing all current and archived files into SharePoint. During this process, over 700 duplicate files were removed, freeing up storage space and streamlining the working documents in use.

‘Hoxby also produced supporting documentation to allow our team to use the new system effectively moving forward.’

Tass Mavrogordato
CEO, BEE Midtown



Case study: Merck





Giving Merck the optimal data tools to think big

Multinational pharmaceutical company Merck needed support to bring together, categorise and analyse multiple, siloed datasets held across the business. The complex and sensitive nature of the data required collaboration with multiple stakeholders.

We leveraged our presence in 43 countries and our access to the diverse skill sets of our talented associates, to create a super-efficient team drawn from admin and data experts combined with specialist HR knowledge. Our team, positioned across two continents, ably employed our diverse range of talent to operate in multiple time zones, meaning we were always-on and productive 24 hours-a-day. We hit Merck's tight deadlines within 56 calendar days, delivering a master Excel file and dataset that had been quality assured, tested and reviewed with Hoxby's highest levels of rigour.

Bringing these records together in one masterfile enabled Merck to improve the quality of insight in their business, and their strategic planning and decision-making.

It was impressive to see how you formed a team in a very short time ... working all together to make it happen. It was great testament to the vision of work you all share.

Friederike Von Krosigk, Head of global Portfolio branding, life science

21,000
HR record integrations

439
Project files combined into 1 masterfile in 56 days

265
Dynamic chart labels created



Case study: Häagen-Dazs General Mills





Häagen-Dazs gains speed by simplifying distribution



Häagen-Dazs is one of General Mills' most well-known brands, with a reputation for building top-quality media campaigns. The management of their marketing assets relies on an innovative, on-demand and finely-tuned distribution system so, needing some assistance, they called on Hoxby's expertise to help deliver the assets for their next campaign.

We quickly curated a team with the exact project and digital asset management skills required, including a nimble operations team which operated across multiple time zones. When the original brief expanded by 500%, our team stepped up with the ability to scale at short notice.

We defined a framework for asset categorisation, metadata and keyword allocation, providing the General Mills IT team with a quick and simple way to upload assets to their existing system. Our team's brand asset management experts were available 24/7 to support global marketing teams in locating assets for the summer campaign launch.

Within two weeks, Hoxby had streamlined, improved and accelerated the global distribution of Häagen-Dazs's brand assets for their latest campaign, equipping them with an efficient, scalable framework to better manage future campaigns.

Really fantastic experience [working] with the team. Clear, professional, agile, responsive throughout... Hoxby were a hugely helpful and reliable partner, and a pleasure to work with.

Gini Sharvill, Global marketing manager, Häagen-Dazs

341

Video assets processed

2

Weeks to complete

100s

Of hours saved on admin



Case study: BEE Midtown



Unleashing the full power of SharePoint to increase productivity for BEE Midtown

BEE Midtown, the business improvement organisation for London's central business hub, wanted to capture the full promise of their upgrade to a new automated marketing system. With only limited internal resources they came to Hoxby.

Tapping into our pool of systems and processes specialists and their wide-ranging skill sets, we designed a new structure to improve data capture. At the same time, we kept all relevant historic data so that BEE Midtown could continue to benefit from tracking their older marketing campaigns. We verified the robustness of all records, advised on suitable naming conventions, then tagged and processed all files (current and archived), and installed them in the new SharePoint site. This freed up storage and streamlined working documents, reducing BEE Midtown's overheads and increasing their productivity.

700+

Duplicate records identified and deleted

1

Customised SharePoint site developed

100s

Of unnecessary admin hours avoided by senior staff



‘The fresh eyes and extra hands from Hoxby’s on-demand help kept BEE Midtown focused on delivering on their core mission.’

Tass Mavrogordato
BEE Midtown CEO





Our professional and creative services

We provide professional and creative services for clients including Unilever, Merck, AIA and Crunchyroll to name but a few.

Whether you are looking to outsource for a single project or something much bigger, our global community can provide the absolute best team to meet the unique needs of your business. And if we don't have exactly the right hoxby experts to deliver, then we'll always be upfront and say so.

Our diverse global talent pool boasts a wide range of talent and experience across a breadth of skill sets. The Hoxby community includes senior marketers alongside journalists, researchers, digital and SEO specialists and more.

A go-to team available to deliver your brief across multiple time zones with quick turnarounds.

hoxby® communications

hoxby® futureproofing

hoxby® operations

hoxby® innovation

hoxby® marketing

hoxby® creative

hoxby® hr



We have been featured in

The Telegraph

theguardian



The Mail
ON SUNDAY

RACONTEUR

THE TIMES

METRO

|TECHWIRE|
ASIA

BBC

Forbes

TRTWORLD

MarketingWeek

campaign

The Drum™

COSMOPOLITAN

ipse

marie claire



STYLIST

YAHOO!
LIFESTYLE





REFRESHING WORK

hoxby[®] operations

refreshing work

Thank you

hello@hoxby.com

website: hoxby.com



Certified



Corporation