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| Microsoft Silverlight  Customer Solution Case Study |
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|  | \\Temasek\APAC Business\Singapore\Client\Microsoft\Customer Advocacy\FY10 APAC CAP\Review and Publish\Malaysia\Arc Worldwide\ARC-LOGO.PNG |  | CEP_Masthead_Green1Malaysian Marketing Agency Uses New Web Technologies to Attract Savvy Consumers |
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| Overview  **Country or Region:** Malaysia  **Industry:** Professional Services  Customer Profile  Arc Worldwide is the marketing services arm of Leo Burnett with 42 offices and 1,300 employees globally. The company employs 30 people in Malaysia in account management, creative and technical roles.  Business Situation  The company had experienced substantial growth in demand for Internet applications supporting  e-commerce, and was looking for a secure technology which could be used in meeting this demand.  Solution  Arc Worldwide chose to adopt Microsoft® Silverlight™ for the development of its rich Internet applications, to provide cost-effective, secure solutions to its clients.  Benefits   * Protects IP rights * Provides a common platform * Results in cost savings * Improved video viewing * Supports business growth |  |  | “In developing rich Internet applications, security tops the list of concerns. In this respect, Microsoft Silverlight is definitely more secure to use.”  Ken Chin, Chief Director of Digital Interactive, Arc Worldwide |
|  |  | Arc Worldwide is a major direct marketing agency. As part of the Leo Burnett advertising agency, the company operates in 37 countries globally and employs 1,300 people. The Malaysian operation of Arc Worldwide had enjoyed a substantial rise in the number of clients seeking rich Internet applications for  e-commerce since 2006; however this was also bringing concerns about security and protecting intellectual property.  The company sought a secure technology to build its Internet applications which would reduce the risk of decompiling. After some consideration, Arc Worldwide chose to adopt Microsoft® Silverlight™ for developing client solutions and found that as well as increasing security, Silverlight offered a more cost-effective means of building applications. |
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Situation

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to use.”

Ken Chin, Chief Director of Digital Interactive, Arc Worldwide

Launched globally five years ago as the marketing services arm of global advertising agency Leo Burnett, Arc Worldwide has carved its niche as the leading direct marketing agency in Asia and fourth in the world in 2007. The company’s Malaysian operation has been capitalizing on the growing market for rich interactive media to heighten consumer experience. This has helped the agency win a host of market leading brands, like ING and Nokia, to capture and retain client confidence.

Arc Worldwide has thrived on providing innovative marketing solutions to clients. In Malaysia, this is accomplished using a dedicated 30-member team branched off into three strategic thrusts – account and business people who service clients; creative people who craft designs and copy, and the technology people who take care of the front- and back-end production of rich Internet applications.

In Malaysia, Arc Worldwide has seen   
e-commerce become a major component of its revenues, with Internet applications contributing 25 percent over a three-year period.

One of the issues that concerned Arc Worldwide was security when using plug-ins for the rich Internet applications developed for its clients. Ken Chin, Chief Director of Digital Interactive, Arc Worldwide, provides an example: “There are decompilers available to view and retrieve all source codes, parameters and graphic assets when using certain popular Web-development software. Basically, it is so easy to rip information by downloading the source file and running a decompiler,” he says.

When building applications that will be hosted on the Web and interacting with Web services, security is paramount. As such, the company needed to take extra steps to protect and secure its rich Internet applications. The effort to increase security was translating into additional costs for customers.

Undeniably, the issue of intellectual property infringement was a constant headache when using Web-development software to develop marketing solutions. In the long run, it had a negative bearing on relationships as well as acquisition/retention rates in loyalty programs, because when a customer does not get consistent delivery after making payment, the relationships were adversely affected.

Solution

This prompted Chin and his team to consider another promising option, Microsoft® Silverlight™, a cross-browser, cross-platform plug-in for delivering rich interactive applications for the Web.

After evaluating the various features and benefits afforded by Silverlight, Arc Worldwide chose to adopt it in the development of rich Internet applications, in both the front-end and the back-end. This was due to Silverlight supporting fast, cost-effective delivery of high-quality video to all major browsers running on Mac OS or Windows, and using one programming language in both front-end and back-end integration.

The Arc Worldwide team underwent training with Microsoft on developing applications built for Silverlight at the end of 2008. The team’s first commercial project for a client using Silverlight was to develop a rich Internet application in conjunction with the Earth Hour initiative by Leo Burnett/Arc Worldwide in the first quarter of 2009.

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a better end result.”

Ken Chin, Chief Director of Digital Interactive, Arc Worldwide

Benefits

**Protects IP rights**

With Arc Worldwide building applications that will be hosted on the Web and interacting with Web services, the use of Silverlight protects the company’s and its clients’ intellectual property rights.

“In developing rich Internet applications, security tops the list of concerns. In this respect, Microsoft Silverlight is definitely more secure to use,” says Chin.

“With Silverlight, we can protect our designs and programming, and our many months of hard work,” he claims. “Previously, when another technology was used, the security of the rich Internet application was not guaranteed in the Web environment.”

“I checked out the security that Silverlight offers, and was pleased to discover that I was unable to find a decompiler for it,” Chin continues, explaining that security is vital for serving clients in e-commerce.

This eliminated the need for Arc Worldwide to develop additional security measures to protect its Web applications, thus eliminating additional costs to clients.

With the previous technology, Arc Worldwide had to use encryptors to protect the applications and errors would often occur because some of the action scripting was not compatible with the encryptors. “Consequently, when errors are prompted, effort must then be made to adjust the programming to comply. This meant higher costs and the production time inevitably took longer,” says Chin.

“With Silverlight it was different. It not only helps protect designers and developers’ intellectual property, but it translates into higher efficiency. The time normally used to check for errors and compliance can be used to develop new features in applications to produce a better end result,” he adds.

**Provides a Common Platform**

Silverlight uses a common development platform and framework that was applicable to both front-end and back-end integration. Arc Worldwide found that the Microsoft® .NET framework made it much easier for their programmers and developers to collaborate and work individually.

“Silverlight is generally easier to adapt with its cross-browser and cross-platform ability to deliver rich media experiences using the .NET framework. It also offers a flexible programming model that supports AJAX, Microsoft® Visual Basic®, C#, Python, and Ruby, and integrates with existing Web applications,” says Chin. “It was also easier to adapt to Silverlight technology because most clients already use the Microsoft platform,” he continues.

Having a common framework is a boost to efficiency in terms of development, and this helps reduce costs as well as giving more time to focus on improving applications and adding features that add to customer satisfaction.

**Results in Cost Savings**

The mantra of most companies, especially in times of economic crisis, is to cut costs. It gives an extra boost if you are able to help your clients save money. That is what Arc Worldwide has been able to do by adopting Silverlight for the development of rich Internet applications for its clients.

As an example of cost-cutting derived from the common development platform for both front-end and back-end integration, Chin explains, “One person, instead of two, can now work on both the front- and back-end, which saves money.”

“For example, with a RM$200,000 (U.S.$59,550) budget to produce a rich Internet application, instead of requiring two teams for development, animation, XML to affect database, or images, we can make do with just one team to do everything. Generally, this can cut costs by 20 percent,” Chin confirms.

This translates into greater satisfaction, meaning happier clients for Arc Worldwide. Savings in the form of costs, time, improved applications and functionalities, and faster turnaround will lead to improvements in the bottom line for Arc Worldwide.

**Improved Video Viewing**

Arc Worldwide is impressed with Silverlight’s ability to support fast, cost-effective delivery of high-quality video to all major browsers running on Mac OS or Windows® platforms.

“Silverlight implements the industry-standard VC-1 codec for video, and supports WMV and WMA. Almost everyone has Windows Movie Maker, and those who do not can easily get a free SDK encoder from Microsoft. The WMV is more common for users who also get to enjoy its free streaming service,” says Chin.

Silverlight supports scalable full screen video because it accommodates bandwidth fluctuations. “Video size can be adjusted without distortion. Broadband quality changes are taken into consideration by Silverlight to automatically adjust the resolution when the bandwidth quality rises or drops,” says Chin.

**Supports Business Growth**

The switch to Silverlight points to promising ventures ahead. Arc Worldwide is already embarking on several projects and scheduled to produce a number of new technology applications in the coming year.

In a little less than six months, Arc Worldwide is taking on more projects since its switch to Silverlight. It is developing applications to take advantage of a seamless cross platform, using a programming language that increases efficiency in output, to cut costs. At the same time, the company is achieving more without the threat of intellectual property infringements.

Microsoft Silverlight

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For more information about Arc Worldwide products and services, call +603 2031 1008 or visit the Web site at: [www.arcww.com](http://www.arcww.com)

For more information about Microsoft Silverlight please visit:

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