



Raidious



“iPad pays for itself almost immediately. The value that iPad delivers, with all of its built-in features and apps, is incredible. And because it’s so easy to manage, iPad saves us tremendous IT time and budget.”

Brian Wyrick, chief operating officer, Raidious

Company Snapshot

Interactive marketing—real-time, distributed content creation, management, and monitoring for digital media

Founded in 2009

Headquartered in Indianapolis, IN

16 employees and network of thousands of contractors

www.raidious.com

Apps in use

[Fuze Meeting HD](#)

[Box for iPhone and iPad](#)

[Roambi Analytics Visualizer](#)

[Skype for iPad](#)

[FaceTime](#)

[Draft](#)

[Outpost 2 Basecamp](#)

[Evernote](#)

[Yammer](#)

Growing up iPad

With its energetic newsroom-style tempo and singular focus on audience-building through digital media, interactive marketing company Raidious needed a mobile solution that could keep up. The company chose iPad from the start to play center stage—enabling localized content delivery, increased productivity, and engaging client interactions.

iPad delivers to Raidious the flexibility they require to take the lead among a crowded pack of digital marketing companies.

Raidious has never been just an average marketing firm. From the start, everything from its underlying business model to its day-to-day workflow was designed to focus on agility—the ability to think and act quickly from anywhere at any time. At first, Raidious president Taulbee Jackson and chief operating officer Brian Wyrick struggled to find technology that would support their vision. They were considering a Windows-based solution—until the first iPad was introduced. The flexibility of iOS, wide array of apps, and intuitive interface were just what they’d been looking for to empower their small staff at headquarters as well as a globally dispersed team of contractors. Now everyone at Raidious leaves their notebooks behind, relying on iPad with Wi-Fi and 3G connectivity to make meeting at a client location or reporting from an event just as productive as working in the office.

“iPad was the missing ingredient for us,” Jackson says. “We had the right people and the right approach, but not the right technology. Now with iPad, we have the right access to everything we need to run our company.”

Getting down to business

It’s critical for everyone at Raidious—from digital strategist to producers—to create content in real time. And with the long battery life, instant on capability, and thin, light design of iPad, Raidious employees are empowered to write, photograph, and publish scalable content on the fly. And with so much information being shared, the plethora of business apps for iPad lets the team effectively manage their projects from anywhere. For example, using the Outpost 2 - Basecamp app helps them track and collaborate on all aspects of a project, so they can stay on top of milestones and schedules. And with the Roambi Analytics Visualizer app, employees can closely monitor reports and analytics with dashboards designed for iPad. “By the time we leave a client meeting, everything’s already been documented and assigned,” Jackson says. “We’re able to log in from iPad using 3G wherever we are, whether there’s Wi-Fi or not.”

Clients appreciate Raidious' anytime, anywhere availability, made possible by iPad. Meeting notes are taken with the Evernote app, so they can be easily shared. And iPad's big, beautiful display makes it an ideal tool for collaboration, whether sitting side-by-side to go over designs or using the Fuze Meeting HD app to communicate face-to-face from afar. "iPad enables us to present our services in a much more intimate way," Jackson says. "My favorite part of going to a meeting is reviewing documents on iPad—allowing clients to hold it in their hands. It really reinforces what our brand is all about."

Even when they can't be there in person, Raidious employees can still foster personal relationships with clients. FaceTime lets Raidious remain a visible part of their client's day with real-time video calls on iPad. And telephones are a thing of the past at Raidious, replaced by Skype. When out of the office, new ideas are sketched out using the Draft app. Or if it's a file they need to share, Box gives everyone at Raidious secure access from anywhere. When employees discover new apps, the news is quickly dispersed companywide over Yammer. "There's an iPad app for just about everything we need to do," explains Wyrick. "Whether I'm sitting in a cafe going over Keynote slides with a client, or controlling our big-screen monitoring wall with Control4, I can do it easily with iPad."

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Taulbee Jackson, president, Raidious



Freedom and agility

Not only does iPad support the operational freedom that's the crux of Raidious' business, it also provides them the freedom and flexibility to grow. Raidious' unique business model enables the company to scale quickly, bringing on new staff as needed. And iPad helps make that scalability even easier because it's simple to use and maintain. Best of all, training is a thing of the past with iPad. "iPad is standard issue and every employee, new or old, gets one," Wyrick says. Employees and contractors hit the ground running without any training, thanks to iPad's intuitive interface. "I feel like I've always had an iPad," Wyrick says. "The fact that I've never had to even consider training our staff on iPad says a lot."