

# API-based Integration at TBWA Worldwide

A look at how SnapLogic streamlines company-wide employee account management

 TBWA\

**100+**

applications integrated  
across the company

**~150**

citizen developers empowered  
to build their own applications

**Autonomy**

and productivity increased  
for business teams

## HEADQUARTERS

New York, NY

## INDUSTRY

Advertising

## CHALLENGE

- Needed to migrate employee email accounts from Google Suite to MS Office 365
- Required an automated account management process
- Wanted to connect legacy data repository to cloud

## SOLUTION

- Increased employee productivity by 3X with no-code integration approach
- Gained access to data in real-time, improving customer value and satisfaction

## BUSINESS RESULT

- Enabled a 67% improvement in time to migrate 11,000 employee accounts worldwide from Google Suite to MS Office 365 with a quicker setup
- Built a unified platform to automate employee accounts

## INTEGRATIONS

Google Directory, LDAP, MySQL, REST

## TBWA Worldwide Backstory

Owned by Omnicom Group, TBWA Worldwide is a global agency network helping world-class brands craft their story through diverse mediums.

## The Challenge

TBWA Worldwide oversees more than 300 ad agencies around the world that help leading brands create transformational and captivating advertisements. These ad agencies adhere to shared business and operational processes to provide the same level of service and customer experience to their clients.

As TBWA increased the number of ad agencies in each geographical region, the company needed to streamline its agency and employee account management. These processes required the identity management team to manage employee email and provide access to software in real-time. While building integrations by hand worked initially, as the integrations grew it became increasingly time-consuming.

The company also needed to switch from Google Suite to Microsoft Office 365; the identity management team began searching for an integration platform that could help them manage APIs and migrate all 11,000 employee accounts from Google to Office 365 in less than 30 days.

“Hand coding to the Office 365 APIs in that time frame wasn’t going to produce a sustainable solution, so we needed something to help,” said Andy McCown, Director of Software Development at TBWA Worldwide.

## The Solution

Initially, the identity management team had decided to use an API integration tool to help them connect systems to Office 365. However, they soon realized that they could not meet their deadline with that tool.

“We were stuck and couldn’t get people up to speed with this API Management tool,” said McCown. “It would have taken us more than 90 days to complete the migration, and that was when I called SnapLogic to speed up our project.” McCown needed a powerful integration platform that allowed his team of three developers to quickly handle integrations that supported the business and all 11,000 employees. With SnapLogic in place, McCown’s team completed their migration 67 percent faster.

“We have found that SnapLogic can help us do more than transition from Google to Office 365,” said McCown. “The team built an application on top of the LDAP system so that regional IT teams could onboard or retire agencies, employees, and manage email and client accounts; and automatically provide software access to employees, including Microsoft 365, Adobe Creative, and more.”

The team also managed a decade-old repository of data that could be shared among agencies worldwide. This repository, however, was only compatible with sources that supported XML files and not JSON files, making it difficult for agencies to view the data in newer applications that support JSON files. “SnapLogic has created so much value for my team. Transforming XML files to JSON files only takes us a few minutes with a Snap instead of hours,” said McCown.



SnapLogic has changed how we approach API integrations, creating APIs now takes hours instead of weeks.”

**ANDY MCCOWN**

Director of Software Development,  
TBWA Worldwide

## Business Outcomes

TBWA has found more ways SnapLogic can help to streamline and automate business processes and increase employee productivity. “My team is three times more productive since partnering with SnapLogic compared to if we stayed with the API management tool or manually built integrations,” said McCown. Instead of manually creating APIs that would take weeks, the identity management team can now create APIs in minutes. Agencies around the world can obtain access to data and applications in real-time, resulting in higher customer engagement and satisfaction.

“Speed is critical for my team to achieve TBWA’s global business goals, and SnapLogic has enabled us to help enable the business and deliver results rapidly,” said McCown.

SnapLogic powers the automated enterprise. The company’s self-service, AI-powered integration platform helps organizations connect applications and data sources, automate common workflows and business processes, and deliver exceptional experiences for customers, partners, and employees. Thousands of enterprises around the world rely on the SnapLogic platform to integrate, automate, and transform their business. Learn more at [snaplogic.com](https://snaplogic.com).