

‘icp’



## Low-code revolution at ICP

The story of how ICP eliminated spreadsheets and built an application to manage not only their IT assets but also numerous departments all over the world.

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# ICP – Who they are and what they do

ICP was established in 1988 to provide advertising production, adaptation, and versioning services to global advertisers.

In 2005, as a natural extension to delivering global consistency and protecting client brands, ICP added global digital asset management (DAM) solutions to their wide range of offerings.

It includes:

- *Global protection of marketing assets*
- *Local expertise with cultural empathy*
- *Global project management*
- *24-hour coverage around the world*
- *Offshore and rightshore cost benefits*
- *Optimized brand assets*

Across both sides of the business, ICP's client list includes Diageo, Unilever, Nokia, Avon, William Grant & Sons, SABMiller, Carlsberg, Tiffany & Co, Estée Lauder, Marc Jacobs, and many more.

# **What was in place at ICP?**

ICP started off with the easiest option—spreadsheets. Since changing was no easy task, they stuck with Excel, but they were facing some challenges:

- *There was no data history, nor timeline of events for devices.*
- *Live updates were not feasible since entries had to be made manually.*
- *The voids in data led to overspending on IT devices.*
- *Assigning multiple devices to the same person required workflows which were not a feature in Excel.*



**What sent ICP  
looking for a  
different solution?**

ICP had to handle all their IT assets, and they mainly relied on spreadsheets to manage and update all the related data. The Excel sheet was the central database for all the IT assets at ICP's London office. However, once the company grew, the number of assets grew exponentially. They had multiple users accessing the sheet, and they found it challenging to keep track of who made what changes and when. Everything had to be managed manually, and any errors made could invalidate all the data.

“

*The first thing that my manager gave me was an Excel sheet with a lot of IT assets that we had in the office, and I found it really stressful to work with.*



- Manuel Escobedo, IT Manager

”

ICP needed an alternative; a powerful and robust tool that could be customized and scaled at every point the business required it to. After searching for options in the cloud computing space, they stumbled upon Zoho Creator.

# **Why low-code and why Zoho Creator?**



“

*I have some coding skills, but building separate servers and databases would exhaust all the time I have. Also, the software available could not be customized and was super expensive. That's when we found Creator and it's been a delight ever since.*



- Manuel Escobedo, IT Manager

”

Reliability combined with ease to learn was a tricky combo to find, and this is when Manuel, who was familiar with technology, started looking at possibilities. He started out with Java and soon realized that it was going to cost him a ton of time and money to build the application they needed.

This diverted his attention to low-code platforms that took care of all the backend infrastructure and security. It took ICP about two weeks to get started with Zoho Creator, and just a few weeks later, the IT department had Zoho Creator as its pillar.

And soon enough, word spread about Zoho Creator and every department at ICP was making use of it. For example, HR had to send the same emails whenever a new employee joined the company.

During this process, they sent emails to the website team for profile updates, to reception for allocating lockers, and to 12 other departments—all manually. This was costing them valuable time, and once they got a taste of how easily emails could be triggered by automated workflows, it didn't take long for them to adopt the approach.

To top it all off, the mobile version of the app, which is available automatically without writing a single line of code, makes it easier for field work and remote monitoring.

Managers now have live updates of switch rack port numbers, which helps them avoid severe communication gaps.



# The impact on profits

ICP had multiple departments working with Excel sheets and other manual tools which made streamlining their operations difficult. And employees at ICP found it difficult to manage and access data, as it was scattered in different tools. However, things drastically improved once Zoho Creator was implemented.

With the IT department's obvious success, ICP decided to extend the use of Zoho Creator to other departments, as well. As of today, six departments—**HR, Onboarding, Reception, Inventory, IT, and Line Managers**—run on Zoho Creator, and none of them took more than 2 months to transition.



“

*Well, we saved a ton of time—and time is money. If someone joins the company, the app shows the list of devices that can be allocated to them, which saves us from buying new ones.*



- Manuel Escobedo, IT Manager

”

**What does the  
future hold?**

Their offices in Atlanta and Nashville now use Zoho Creator for inventory management and onboarding processes, and ICP is planning to make it a part of their other offices around the world—Shanghai, Los Angeles, Mumbai, New York, and Rotterdam.

“

*My goal with the app is to have everyone engaged with it—from line managers to librarians and reception desk personnel. I want them to have information at the tip of their fingers.*



- Manuel Escobedo, IT Manager

”

A company's success coincides with its power to expand and reach out to larger markets, and this is true for ICP, as well. They've made their presence all over the world, with offices on 3 different continents and hopes to expand even more with the help of Zoho Creator.



# **Their app at a glance**



# Employee Details

ICP

+ Add Employee
Hardware Inventory
Approvals

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New Employee

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**Personal Information**

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**Full Name \***

First Name Last Name

**Personal e-Mail**

**Personal Phone**

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**Role Information**

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**Employee Status \***

**Department \***

**Type of contract \***

**Location \***

**Line Manager \***

**Area \***

**Site \***

**Job Title \***

**Date Joined \***

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**Logistics**

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**IT**

**Default Apps**

- Outlook
- Word
- Excel
- PowerPoint
- OneDrive
- Teams
- Skype For Business
- TeamViewer
- Google Chrome / FireFox
- PDF Acrobat Reader
- AirMedia
- Printers
- Outlook Signature
- VPN
- 7Zip

**Optional Apps**

- Axiom
- BlueJeans
- CyberDuck
- Evernote
- FileZilla
- Franz
- GoToMeetings
- ICP Fonts
- QuickTime
- Slack
- VLC

**Paid Apps**

- Adobe Creative Suite
- PDF Acrobat Pro
- Photoshop
- Lightroom
- Adobe XD
- Premiere Rush
- Premiere Pro
- After Effects
- Illustrator
- InDesign
- Visio
- Power-BI
- Esko
- Microsoft Project
- Flama
- LogMeIn
- Box

**Email Distribution Group**













**Teams Group**

**Meeting Rooms**

https://app.zohocreator.eu/manuela5/icp/#Report:All\_Employees\_Information

# Employee Details Report

ICP Global

 <input type="checkbox"/> Profile Pict...	Full Name	Job Title	Department	Location
	Aarti Dayani	Brand Data Manager	Unilever	Mumbai
	Abhilash Nair	Global Librarian	Unilever	Mumbai
	Adrian Smith	Founder and Chairman	Management	London
*** <input type="checkbox"/>	Ajinkya Kadu	Data Quality Assurance Consultant	Unilever	Mumbai
	Alex Linehan	Studio Operator	Repro Studio	London
	Alex Melvin	Team Lead - Global Librarian	Unilever	London
	Amanda Thompson	Communications Strategist	Starbucks	Atlanta
	Amber Moore	Global Librarian and CB Ops Lead	COTY	Atlanta
	Amrita Cheema	CMS Content Steward	Biomarin	London
	Amy Zehfuss	Comms Strategist	Warner Bros	Atlanta
	Ana Garcia	Project Delivery Manager	Diageo	Nashville
	Andrew Johnston	Financial Director	Management	London

# About us

Running a business is no mean feat, and we believe we can help.

At Zoho Creator, we've always worked towards a single purpose - enabling the citizen developer to build functional apps without having to learn to code. Rapidly build custom applications that are a perfect fit for your business, or choose from our extensive range of pre-built apps and modify them. Just sign up, pick a plan, and start building!





[www.zoho.com/creator/](http://www.zoho.com/creator/)

**We'd love to talk! Reach out to us:**

[creator-sales@zohocorp.com](mailto:creator-sales@zohocorp.com)