

# **JWT Entrusts SLT For Communications Solution**



Sri Lanka Telecom has signed an agreement with JWT, a global advertising and brand communications giant to provide a total communications solution. Under the agreement SLT will provide voice, broadband internet and data services with seamless connectivity to meet JWT's communication requirement to make their operations smoother.

Speaking on the agreement, Priyantha Perera, Chief Marketing Officer of SLT said, "The advertising industry in Sri Lanka is going through a major transition, by gradually moving away from the traditional advertising format. The latest technologies play a major role in that transition. As the exclusive communications service provider of JWT, we aim to empower the company so that they can produce world-class advertising materials."

"There is greater interaction with technology, be it e-mail, phones, data services, broadband internet, or Internet Protocol (IP) related services. Thus agencies need to be specialised in these areas, with many, like JWT, investing in building up core strengths with regards to technology," he added.

The solution is flexible as well as scalable to suit the JWT's future communication needs and helps with direct cost saving. It also goes a long way in making their operations smoother through fast information gathering, the production of good quality adverts as well as sharing this with clients as they have superior high bandwidth connectivity. The company will also have the freedom to access large files and attachments as well as image banks and the ability to purchase online images.

Nasser Mohamed, Associate Vice President and Director JWT said that an integrated communication infrastructure was necessary for the agency to spearhead its aspirations in the area of digital media. "We also need to manage cost and time efficiencies to link with 200 offices globally and facilitate the sharing of information. In the future a quarter of JWT's training will be moved to internet based applications where creative, account management and planning staff will be trained online in their offices from London," he said.

SLT also has the ability to strengthen JWT's capabilities by providing hosting services and IP related services, especially with regards to the hosting of advertising materials in digital format, CD quality audio streaming and DVD quality video streaming as well as photos, MP3 and video sharing.