

Howellhenryland backgrounder v0.3

The Internet is revolutionizing business. Reduced margins and transaction costs enable e-tailers to keep in direct touch with their customers and business partners to complete complex international financial transactions online in milliseconds.

*But then there's the Web — while it's de regeur to have an online presence for advertising and corporate information (often enhanced with slick animation and effects), there's something missing. Don't you sometimes wish you could see past a company's website to the people who make that company what it is? That you could meet and talk with them, that you could experience something of what it is that makes their business extraordinary? Behind every website for every innovative company, there are hundreds, thousands, of exciting, clever people driving the world forwards. **Where are they hiding?***

But there's a better way to use the Web.

Take an interactive website. Add a knowledge-sharing intranet. Add tools for online client approvals. Add a leading-edge environment for remote working. Add project rooms, meeting rooms, chat and a comfy sofa. Mix together, add 200 of the best people in advertising, stir gently, then join in the experience. Come talk with us. Learn who we are. Have fun.

Welcome to howellhenryland, HHCL and Partners' new interactive digital environment.

What is howellhenryland? – The Business Story

howellhenryland is an extensible online multimedia world—a *network place*. In howellhenryland, you can find out about us, contact us, talk to us in real time. In howellhenryland, we recruit, run projects, and keep in touch with each other. There, we preview new work to clients, share information with journalists, sell our ideas. There we can meet our business partners, or simply chat after work. In howellhenryland, each of us has a toolkit to, if we so desire, create our own little corner of virtuality. Different every day, constantly in flux, howellhenryland *is* HHCL and Partners. We invite you to come and take part.

howellhenryland is accessible from any web-enabled computer (running a recent web browser) on the Internet. When connected you can navigate between areas, explore 3D environments, interact, and chat to any other visitors online at the same time. Visit our press office to pick up our latest news releases, look for a job in the job centre, visit the Art Gallery to view our award-winning work, or just hang out in the Square and chat to whoever else is online.

**professional radicals*

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As a guest, you can explore all of the public areas. As a fully-fledged howellhenryland citizen (a status only achievable by HHCL employees and close business partners), you have access to our key systems and knowledge bases, wherever you are. *Work with us. Your way. Anywhere.*

HHCL and Partners has always recognized the business value of *communication*, in all senses of the word — from chance conversations in a busy hallway, impromptu meetings over coffee, brainstorming sessions, to business conversations extending over months or years. With the development of howellhenryland, we assert our belief that the Web can be much more than a place to set up shop and hang out a slate saying ‘open for business’ — that it is a unique space where value-generating conversations and encounters can — and should — take place.

Networked digital communications make it possible. HHCL and Partners professional radicalism has made it *happen*. howellhenryland is a living system, curated by an eclectic team of HHCL people, but ultimately built and developed by us all. Transcending both the management-specified, centrally administered intranet, and the marketing-led website, it’s a tool to drive the engines of our success — innovation, communication and collaboration.

The Web facilitates new ways of working, irrespective of location and time. howellhenryland has been developed with assistance from around the world — with software from the University of Texas in the USA, programming expertise from Hobart, Tasmania, and artwork from one of London’s hottest young artists. Throughout development, we’ve used the system itself as our venue for meetings, presentations and ongoing discussion. *We know it works.*

howellhenryland is a distributed project — any citizen can add to the space and create new content. The tools themselves are flexible enough to grow with us, to meet the desires of tomorrow as well as the needs of today. Because of its emergent nature, even we don’t know what it will be the day *after* tomorrow. Instead, we invite you to come see for yourselves.

Come experience howellhenryland, at <http://www.hhcl.com>.



What is howellhenryland? – The Tech Story

Back in 1994, HHCL and Partners was the first UK advertising agency to register an internet domain name, and we have embraced open systems since the installation of our first Linux server (to facilitate internal newsgroups) in 1995.

Since then, we have actively exploited developments in commercial-grade open-source systems. Our technological infrastructure has been developed in a modular, tools-based manner, so that a project such as howellhenryland involves a minimum of new work to fit existing modules together to provide emergent functionality.

howellhenryland utilizes a range of community-developed technologies, including Pavel Curtis' lambdaMOO server, the enCore MOO interface from the University of Texas, the Samba networking project, Apache web servers, PAM authentication, the ht:Dig search engine, Mhonarc mail archives, and the Linux operating system. We have also adopted and integrated a number of commercial best-of-breed systems for integration with our desktop environment, including Citrix Metaframe.

The launch of howellhenryland marks the successful conclusion of HHCL and Partners' first 5-year plan for IT.