



Client story

# Omnicom's global technology transformation

## How Unisys helped connect 70,000 marketing professionals through cloud and workplace modernization

### Client overview

- Omnicom Group is a global marketing communications leader that delivers innovative marketing solutions spanning advertising, media planning/buying, precision marketing, retail and digital commerce, branding, experiential marketing, public relations, healthcare marketing and other specialties across hundreds of agencies in 70+ countries.

### Challenges

- Fragmented global IT landscape with hundreds of offices using different systems and processes
- Siloed systems hindering the ability to deliver integrated solutions to clients
- Lack of standardization inhibiting collaboration and operational efficiency
- Legacy infrastructure not supporting Omnicom's cloud-first and digital services vision

### Solutions

- Implemented **Next-Generation Service Desk**, providing global 24/7/365 service desk support for 70,000+ users
- Migrated eight data centers to a **cloud-first infrastructure**, shifting 6,000+ workloads to AWS and Azure cloud platforms and shrinking total workloads by 30%
- Implemented **cloud cost management practices** that have saved millions in two years
- Standardized **endpoint management** across 80,000+ devices
- Established a unified digital workplace enabling **seamless collaboration**
- Implemented **standardized, enhanced global security controls** and achieved ISO certification

## Why Unisys?

- Ability to support Omnicom's large-scale, complex and diverse corporate structure
- Seamless support across workplace services, cloud, infrastructure and security
- Flexibility to start small and scale globally
- Shared risk model with mutual benefits
- Experience from other large-scale transformations
- Consistent results across initial deployments

## Results

- Enhanced ability for individuals and agencies to collaborate through a standardized technology platform and deliver impactful solutions to clients
- Strengthened security through ISO 27001 certification to protect client IP and meet compliance requirements
- Enabled seamless integration of agency acquisitions
- Created a scalable foundation for future growth
- Reduced infrastructure costs, saving millions in cloud spend

## Unifying global operations while preserving creative excellence

When global marketing leader Omnicom Group needed to transform its technology landscape across hundreds of agencies, it faced a formidable challenge: evolving from a holding company into a dynamic operating company while preserving the creative culture that drove its success.

Omnicom operates in over 70 countries through iconic agency networks. By 2018, its decentralized approach had created what the SVP and Global CIO of Omnicom Group, Craig Cuyar, calls "a labyrinth of standards and technology platforms" across 350 offices.

The challenge was immense: a mixed environment of 58,000 Windows and 48,000 Apple devices, over 20,000 contractors and multiple siloed technology organizations. "The fragmented technology landscape inhibited collaboration and our ability to deliver a standard and efficient model for IT services across the globe," Cuyar adds.

## Building trust through measured expansion

When selecting a transformation partner, Cuyar says Unisys stood out for three key qualities: "flexibility, adaptability and dependability." This resonated with Omnicom's complex needs.

**70,000** users with 24/7 global workplace support

**80,000+** devices under standardized management

**400+** locations connected via a modernized SD-WAN network

**8** legacy data centers migrated

**6,000+** workloads migrated to the cloud

**30%** reduction in server footprint

**Millions** saved in cloud costs over 2 years

"Unisys seeks first to understand our organization, understand the unique elements of our culture and the operations," says Cuyar. "Once we have a firm understanding, then we can work together jointly toward a solution."

## A strategic transformation journey

The transformation strategy centered on infrastructure modernization, digital workplace enhancement and security strengthening. Unisys began with workplace services in three countries — the U.S., Canada and the U.K. Success in these markets led to managing select data centers, and by year three, the relationship expanded globally.

"We started with some of the modern workplace services. ... Once we got comfortable working with Unisys, we were able to see them demonstrate competency across those markets. We have also expanded into other markets and service areas," explains Cuyar.



## Executing the vision

The transformation delivered remarkable results: Eight global data centers migrated to a cloud-first infrastructure, moving 6,000 workloads to AWS and Azure. A global SD-WAN network now connects over 400 locations, while standardized endpoint management secures 80,000+ devices.

"We've evolved to a more centralized model where Unisys handles endpoint management across 80,000 devices globally. And we've engaged Unisys to help us deliver on that transformation by executing our cloud-first strategy," Cuyar explains.

## Measurable impact and strategic value

The results demonstrate both efficiency and strategic value. Cloud optimization delivered millions of dollars in savings over two years, while server footprint was reduced by 30%. Security patches deploy in a matter of days. Most importantly, ISO 27001 certification enhanced client trust.

"The ability to have a standardized set of technology operations has enabled us to deliver a consistent set of services to a global, internationally recognized standard that benefits our clients," Cuyar says.

## Creating a foundation for future growth

"By delivering our services in a much more consistent manner centrally and globally, we have much greater agility than we had before – agility to react to changes in the industry, to changes in the threat landscape and to changes in client demand."

With a modernized cloud infrastructure supporting 80,000+ devices, centralized security controls and standardized operations across 70+ countries, Omnicom has transformed from a holding company into an integrated operating company. This new foundation enables rapid scaling for acquisitions, faster deployment of new technologies and more efficient resource allocation. As Cuyar emphasizes, "We can now focus our resources, our time, our people and our capital on the differentiating activities that drive revenue and increase client satisfaction."

To explore how Unisys can help transform your enterprise technology landscape while preserving organizational culture, visit us [online](#) or [contact us](#) today.



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