

EMS Case Study *Federal Home Loan Mortgage Corporation*



Background

The Federal Home Loan Mortgage Corporation, better known as “Freddie Mac,” is a Congressionally-chartered, stockholder-owned corporation that was created in 1970 to help ensure a continuous flow of funds to mortgage lenders and thereby support the home-buying and rental housing markets. The company operates by purchasing mortgages, packaging the loans into securities and selling the securities to investors on Wall Street.

Based in McLean, Virginia, Freddie Mac employs more than 4000 people. EMS and Virtual EMS are used to manage the company’s meeting and event space at its five-building headquarters campus, two buildings in Reston, Virginia and a facility in Dallas. In total, Freddie Mac relies on EMS to coordinate the use of more than 200 rooms, lobby spaces and other areas.

Before EMS

Before making the move to EMS, Freddie Mac was using another product to schedule space in its facilities. However, the lack of important functionality made using that system difficult and time consuming. Says Donald Strong, Conference Center Operations Supervisor at Freddie Mac, “Not only were there no comprehensive set-up reports, the system did not have an integrated catering component so we couldn’t run catering reports. We had to build our own catering order system.”

Other problems with the system included the inordinate amount of time it took to complete common processes like creating series reservations or relocating events. “If someone asked to move their meeting to another room, we had to delete the first reservation and then book the event again from scratch,” says Strong. The old program was also known to have bookings “disappear” for no apparent reason or to have reservations that could not be deleted from the database.

Fast Facts

- **4000** employees
- More than **75,000 reservations/year** made using EMS Enterprise and Virtual EMS
- **Integrated authentication function** speeds up log-in process
- **Employee database connection** streamlines user account maintenance
- System also provides **billing data** to accounting

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The New Approach

With their old scheduling system soon to be unsupported, Freddie Mac began to look for a replacement. Over a three month period, a project manager along with schedulers, managers and directors from catering, scheduling, and IT reviewed other systems. In the end, Freddie Mac chose EMS Enterprise and Virtual EMS. Some of the “must have” features that brought EMS to the top of the review committee’s list were:

- A solution that included room reservations, catering, AV equipment and reports all tightly integrated in one system
- The ability to move events from one room to another using click-an-drag functionality
- A built-in audit trail of event changes
- The requirement that users indicate why they are canceling an event

“I think that their customer service, reputation and positive references were also a big plus for EMS,” says Strong.

Implementing and Integrating EMS at Freddie Mac

Having made the decision to go with EMS, the Freddie Mac scheduling team was pleased to see the implementation of the software proceed, in their words, “smoothly and efficiently.” Access to the

EMS system was also set up to be smooth and efficient with the enabling of the EMS “integrated authentication” function. Integrated authentication speeds the process of logging on to EMS by providing the system with the User ID and password that a person entered when signing on to the network.

Another area of integration is a connection that has been set up between EMS and Freddie Mac’s employee database. “The availability of the database feed has provided significant automation to the application,” says Strong. “We pull data from HR to populate our EMS ‘customer’ database, and we send billing information from EMS to our accounting department. The accounting transfer does in a matter of hours what used to take 3 to 4 days.”

The training of system users also takes place very quickly. Today there are 36 people who access the desktop portion of the program, and all 4000 Freddie Mac employees are able to use Virtual EMS, the web-based component, to get information on existing events, find available space and request or reserve a room. More than 75,000 reservations - and information on their catering, AV, or video conferencing requirements - are added to the EMS database each year.

For more information on Dean Evans & Associates, and the company’s event management and master calendaring software products, go to www.dea.com or contact the Sales department at sales@dea.com or 1.800.440.3994 ext. 863.

