



an
NTT Communications
Company

[Customer story]

Customer

Software AG

Region	Global, HQ in Germany
Employees	4,400
Vertical	Software/IT



Arkadin's Cloud Collaboration platform and technology exceed Software AG's expectations for quality, performance and service



Key benefits

- Single point of contact: Cutting-edge global communications platform for all collaboration, deployment, training and support needs
- Premium quality audio: All calls routed on one bridge for ensuring superior audio quality
- Maximum security: Advanced IP network and infrastructure design maintains data integrity
- Cost-effective international conferencing: Increased ROI for international calls that connect at local rates

Overview and challenges

As one of the leading worldwide providers of big data, integration and business process management technologies, Software AG serves 70% of the Global 1,000. With such an illustrious client base, the German software company seeks only the highest quality services and support for its internal operations.

Software AG was challenged in finding a single provider who could meet its global conferencing and collaboration needs. With a presence in 70 countries, its 4,400 employees require the technologies for day-to-day communications, including small and large-group meetings with remote colleagues, customers, partners and vendors.



Arkadin collaboration solutions

- Arkadin®Anytime
- Arkadin®Event
- Cisco WebEx - Provided by Arkadin

According to Emily Ryan, Manager, Global Admin Services - GIS, the Arkadin sales team was extremely responsive. "Arkadin had all the technology capabilities we required, but what really stood out was their flexibility and responsiveness during the negotiation phase of the review."

"It was evident that Arkadin would be very hands-on. They were flexible and willing to work with us in designing a plan that would meet our unique requirements." Emily Ryan

Centralized billing was a critical consideration for Software AG. While Ms. Ryan and the team tasked with selecting the new vendor understood this would require extra development at the back end, only Arkadin offered this capability along with customized reporting. This accommodation, coupled with Arkadin's cutting-edge Cloud Collaboration platform, propelled it to the #1 position in the competitive review.

The Arkadin solution: Cloud Collaboration platform

Arkadin's new-generation, private IP network in the cloud is the foundation for Software AG's global audio conferencing. Over 1,800 individual users in 39 countries host conferences involving some 40,000 participants on a monthly basis. The proprietary platform provides unique benefits:

- Simplicity: A single set of country access/dial-in numbers for all employees regardless of locations
- Quality: Innovative technology and infrastructure design
- Cost savings: International calls connect at local country access rates
- Security: High resilience and platform redundancy
- Local support: Client care is available at any time in 18 languages

"The Cloud Collaboration platform has enabled us to achieve tremendous cost savings as a result usage has skyrocketed." Emily Ryan



"We are very pleased with the quality of Arkadin's technology and support. Everyone is very communicative and the service is great."

"The Cloud Collaboration platform has enabled us to achieve tremendous cost savings as a result usage has skyrocketed."

Emily Ryan,
Manager, Global Admin Services - GIS

Software AG

About Arkadin

Arkadin is one of the largest and fastest growing providers of Unified Communications and Collaboration services in the world. With a vision rooted in the belief that progress emerges from people's desire to share, Arkadin offers a complete range of integrated audio, web, video and Unified Communications solutions. These services are delivered in the cloud for fast, scalable deployment and a high ROI. The company's global network of 53 operating centers in 32 countries has dedicated local support teams to service its 37,000 customers. As an NTT Communications Group company, Arkadin offers the most comprehensive collaboration and Unified Communications services for meeting customer needs around the world.

To find out more about Arkadin please visit www.arkadin.com

Cisco WebEx provided by Arkadin and ArkadinEvent for compelling feature-rich collaborations

In addition to the highest quality audio conferencing, it was essential for Software AG to have the leading web collaboration service integrated with Arkadin audio for strategic communications involving screen sharing. Executives in North America were familiar with WebEx and had been extremely pleased with its quality.

"Our U.S. team convinced us to use WebEx. They were the market leaders in the web conferencing field and their quality was extremely reliable."
Emily Ryan

Software AG international teams use Cisco WebEx provided by Arkadin for collaborating with colleagues, customers and vendors throughout the world. The feature-rich solution has high definition video conferencing, which is ideal for interactions that benefit from face-to-face communications.

For larger collaborations, Arkadin WebEvent gives Software AG all the functionality they need for connecting to their large geographically dispersed employee network. Slides, document sharing and white boarding are especially effective for town-hall type meetings. Arkadin Event Managers handle all organizational details enabling Software AG planners to focus on their core messages rather than running the technology.

Business value

According to Emily Ryan, Arkadin delivers the quality of service they required in addition to cost savings. Ms. Ryan points to data in the customized reports that analyze port usage for audio and web conferencing on a monthly basis.

"Our service rep told us we had overages which were costing us a lot of money each month. While these charges would serve to enhance Arkadin's profitability over the duration of the contract period, our rep recommended an approach to reduce the overage charges in spite of the lower revenue. It would have been in Arkadin's best interest to maintain the current arrangement; nevertheless, our rep optimized our ports to decrease our costs!"

"There were no savings for Arkadin, which speaks to their great service."
Emily Ryan