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ARKADIN CUSTOMER STORY

- **COMPANY**
Arkadin
- **REGION**
Asia Pacific
- **EMPLOYEES**
1,200 global
- **INDUSTRY**
Telecommunications

Panel Discussion Live for Onsite Audience



Panel Discussion Over Webcast for Remote Audience



Virtual Event Technology Enables Arkadin to Triple Participation in Annual Company Kickoff While Reducing Costs by 77%

KEY BENEFITS

Engaging and high-impact multimedia virtual events can be staged for thousands of participants who can actively participate from anywhere in the world.

- Interactivity between presenters and attendees through real-time engagement tools, including Q&A, polls, survey and live chat
- Affordable, highly scalable Collaboration-as-a-Service model with low upfront costs
- Accessible to anyone, anywhere and from any device, live and on-demand
- Reporting and analytics for instant real-time and post-event measurement
- Fully customizable platform to cater to specific branding requirements for a professional image
- End-to-end project management from planning to full event execution and post-event support

“ Arkadin Webcast enabled us to be far more inclusive at our most important annual meeting. We not only tripled employee participation but also reduced costs by 77% compared to previous onsite-only events. ”

Serge Genetet,
Managing Director, Asia Pacific

ARKADIN COLLABORATION SOLUTIONS



OVERVIEW / CHALLENGES

Arkadin's annual Kickoffs are eagerly anticipated events that set the tone for the year. Executives and regional sales and marketing teams chart corporate strategy and yearly sales goals, while also taking time to celebrate team accomplishments.

For the past few years, Arkadin's fast growing Asia Pacific region held these annual meetings at hotels in various locations throughout Asia. With APAC's rapid 25% y-o-y growth – the fastest of any Arkadin region worldwide – it was becoming increasingly expensive to host live events. The distances between the nine Asian countries are vast, requiring high travel costs regardless of the meeting locations.



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As a result, the 2015 Kickoff Organizing Committee was challenged with thinking differently to meet the requirements set by senior management:

- 1) To operate within a more limited budget while maintaining similar levels of engagement.
- 2) To enable larger numbers of Arkadin employees to participate beyond the core sales and marketing team members.
- 3) To have a mechanism for on-demand viewing for those unable to participate live.
- 4) To have a dynamic, interactive and engaging format.

THE ARKADIN SOLUTION

As one of the world's largest collaboration services providers, Arkadin was familiar with the benefits of virtual events. Its own Arkadin Webcast service enables organizations to stage dynamic events for active participation from anywhere in the world – whether for as few as 50 attendees for a smaller webinar or for tens of thousands for large town-hall type meetings. Presentations can be streamed to the remote audiences with audio, video and slides making it especially suitable for Arkadin's Asia Pacific Kickoff.

Dual Live and Virtual Format Maximizes Employee Engagement

The Organizing Committee's recommendation to host a live event in Singapore and use Arkadin Webcast to stream the meeting to eight other Asia Pacific countries was swiftly embraced by Arkadin's executive team. It enabled them to meet all of their requirements at a considerably lower cost than their previous events.

The Committee managed the event in the same manner as if they were dealing with a client. A project manager was appointed to be the central point of contact, supported by a team of trained Arkadin Event and technical experts, including sound engineers and a film crew.

"We wanted every detail to mirror what our customers' experience. The highest quality end-to-end local support is part of our DNA and customer promise. This was an excellent opportunity to fully 'road test' this value proposition." Sean Kwek, Regional Vice President, Sales & Marketing

Three executive presentations were streamed live to remote employees, including an interactive panel discussion. Both on-site and virtual audiences posed questions to the moderator resulting in a lively and dynamic exchange from participants across the entire Asia Pacific region. Presenters used the real-time engagement monitoring tools, such as Q&A, polling and chat functions, to judge audience reactions and their level of involvement. Getting employees engaged is a challenge for any meeting. It's crucial in a virtual environment where presenters don't have eye contact

"The panel discussion was especially effective since we could secure input from employees in all of our regions and respond to their questions in real time. This was vitally important to our success. The employees benefited from the information and felt valued knowing that their input mattered." Sean Kwek, Regional Vice President, Sales & Marketing

A COMPELLING ROI

The payoff from hosting a virtual event was decisive. When compared to the 2014 Kickoff in Cambodia, Arkadin reduced travel and production costs by 77%. The number of attendees was tripled, from 80 in 2014 to over 200 in 2015, enabling a large swath of Arkadin employees from all departments to participate live and at no additional cost. And finally, the time to organize and plan the event was considerably shortened from two months to two weeks.

In a survey issued to all live and virtual attendees following the conference, 98% gave it an excellent rating. Arkadin is more confident than ever about the value of Arkadin Webcast for future Kickoffs and for their own customers' large events.

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 56 operating centers in 33 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