



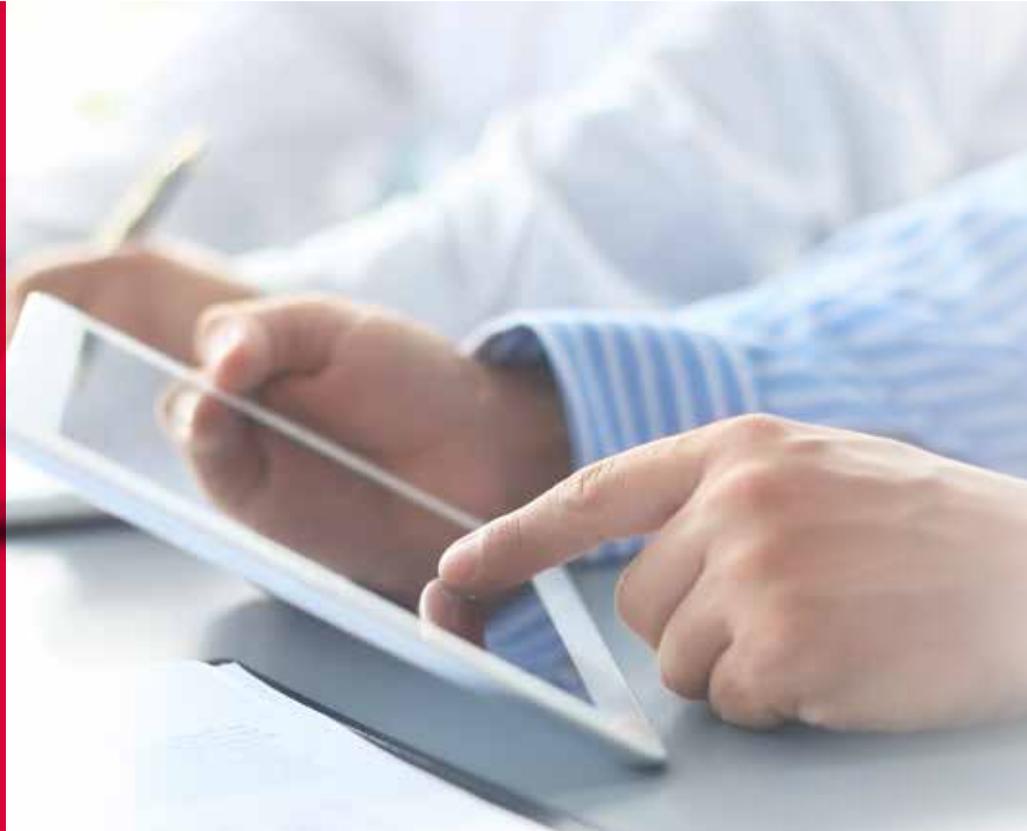
an
NTT Communications
Company

[Customer story]

Customer

HLB International

Region	Global
Users	16,400 in global network
Vertical	Accounting/ Business Services



Global network of independent accounting firms uses ArkadinVideo powered by Vidyo to improve communication between member firms and cut travel costs



Key benefits

- Improved personal relationships between global executives
- Superior quality scalable Video Coding for natural, crisp HD video
- Easy to implement and use from a personal computer or legacy room system
- Simple deployment and user adoption
- Dramatic cost savings from reduced need to travel for face-to-face meetings

Business issue and objective

HLB International is a leading mid-tier international accounting network, servicing clients through its member firms in over 100 countries. HLB International's member firms have developed a comprehensive range of services and expertise, servicing multi-national clients across all industry sectors.

Communication between HLB International firms is maintained through regular meetings, international referral engagements, bulletins and news flashes from the central office in London. Having high quality conferencing technology is imperative for training sessions and for ensuring members maintain a high level of personal contact.

HLB International



Arkadin collaboration solutions

- Cisco Webex - Powered by Arkadin®
- Arkadin®Anytime™
- Arkadin®Video™ - Powered by Vidyo®

Challenge

HLB International was looking at several options to enhance communications with its member firms and to reduce travel costs. They decided to deploy a video conferencing system to be rolled out across the network. As head of the HLB International IT group, dedicated to procuring a new system, IT Manager Abu Bakkar, articulated the basic requirements being: ease of use, compatibility with other systems, and very high audio and video quality. After reviewing five established vendors the team selected ArkadinVideo™ powered by Vidyo®.

The Arkadin solution

“ArkadinVideo had the edge in meeting all our requirements,” said Bakkar.

“Since many of our accounting executives require a quick and trouble-free way to communicate, ease of use was especially important. Cost was also a key factor. We looked at all the major established brands, and while they were good systems, the costs in comparison to ArkadinVideo were prohibitive. ArkadinVideo had all the functionality of the big systems, but at a fraction of the cost.”

Following a successful three-month trial the system was deployed globally. Member firms were trained by Arkadin and the system was quickly embraced, especially in the larger countries where bandwidth is readily available.

According to Bakkar, the Arkadin support is excellent.

“Since HLB International also uses Arkadin for audio and web conferencing, we had confidence in their service. We rely on the Arkadin team for 24/7 help with any issues.”



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Abu Bakkar,
IT Manager
HLB International

HLB International

About Arkadin

Arkadin is one of the largest and fastest growing Collaboration Service Providers 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 52 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

Business value

Close personal connections between member firms are a strategic advantage for HLB International, especially in referring business. According to Bakkar, the personal connection is enhanced with video conferencing:

"If one of our partner firms in France wants to refer client work to a member firm in Germany, they have a much higher level of confidence when they can see the partners. It's not just about high quality work, the personal interaction is critical. ArkadinVideo anchors this connection very well. Prior to this, we had a high volume of travel to forge these bonds which isn't practical when you're dealing globally."

In addition to the day-to-day communications, HLB International also uses ArkadinVideo for internal meetings. With member-firm executives based all over the world, formal meetings were typically restricted to twice or three-times annually. With ArkadinVideo the executives now meet every month. In addition specialist group meetings are being held more regularly, including tax and audit teams with up to 10 participants.

The cost savings are dramatic. "We have a whole year's worth of video conferencing use for the cost of having six or seven executives travel to a single two-day meeting," says Bakkar.

"Our CEO is a frequent user of video conferencing for day-to-day communications. When HLB International needs to consult with member firms on important matters, he'll use ArkadinVideo rather than a conference call."

To expedite ad hoc meetings ArkadinVideo enables users to call other license holders that are logged in via video instead of by phone. "Some of our partners already had video conferencing systems in place," continued Bakkar. "We have no trouble dialing into those systems with ArkadinVideo. This interoperability is a huge advantage since member firms don't have to replace their legacy systems to connect with ArkadinVideo."