



an
NTT Communications
Company

Customer "ACME"

Region	Global
Vertical	Food & beverage
Solution	Unified Communications



"Had ACME completed this consultation before beginning our project, we would have saved considerable time, effort and resources. Not only that, but we likely would have made different choices in some areas, had we better understood the challenges we'd face."

Anonymous,
ACME

A 'WHAT NOT TO DO' CASE STUDY:

Large multinational embraces Unified Communications, but fails to anticipate the complexity

Key finding

Recently, a large multinational company approached Arkadin for assistance cleaning up a challenging Unified Communications rollout to their global user base after beginning the complex project on their own. Arkadin stepped in to help, and in doing so, uncovered a cautionary tale of 'what not to do'. Keep reading to learn from their mistakes.

The background

A publicly traded multinational food and beverage company we'll call Acme has operations in more than 40 countries and is a pioneer in embracing forward-thinking technology. Based in the American Midwest for the last 75 years, Acme's management smartly believes in the power of cloud communications and the agility of cloud services, and fully embraced the idea of moving their enterprise voice and communications to the cloud.

Led by their U.S.-based internal IT team, Acme purchased Office 365 E5 licenses from Microsoft, pulled together a set of partners, including a hardware partner and a local training provider, and set about implementing their cloud telephony solution.

ACME

Problem #1: Strategic view

Fail: ACME didn't understand the full Microsoft picture because they lacked the Microsoft product knowledge and roadmaps that a partner like Arkadin has.

Solution: With a partner who understands Microsoft's future plans and timelines, they could have made better choices for their business and better bridge gaps from the outset.

Problem #2: User personas

Fail: ACME had assumed every user was the same and hadn't understood the challenges, requirements and training needs for different user types. Assuming every user was the same led to low adoption rates and end-user frustration.

Solution: With a solid user persona analysis and intentional Change Management tactics, ACME could have driven user satisfaction and kept the forward momentum of their rollout.

Problem #3: Global complexities

Fail: ACME not only lacked local support for its global deployment, it didn't understand local challenges such as porting numbers or local requirements for Skype users. They were surprised to learn several of their international sites needed additional equipment and investments.

Solution: Had they had a global partner with experience in global rollouts or been aware of the local challenges before beginning, they would have planned and deployed accordingly.

The situation

ACME completed the initial rollout to their U.S. offices on their own, facing challenges along the way and a longer-than-anticipated rollout. While their internal team was knowledgeable about the technology, they didn't appreciate the level of complexity in managing user change or the importance of network readiness. End-user adoption was low, which was hard to understand, given the superior technology. Why weren't ACME employees taking to the new system?

The project encountered further challenges as they began their overseas rollout. The ACME team did not have local resources in each geography with expertise in cloud telephony and regulations in each country. The team learned that things they expected to be very simple - like porting phone numbers - could be a political landmine. They also found that foreign locations with a single worker, such as a home worker, could take as much time to rollout as an office with several hundred workers, given local complexities.

ACME intended to lean on Microsoft for assistance in these cases, but found the software provider only offers local support in nine countries. Without a plan in the middle of their implementation, the international rollout ground to a stop.

The delayed implementation led to other challenges ACME wasn't prepared for. Not only did they lose their momentum in the project, the aging hardware systems ACME intended to replace with a cloud solution began to fail. This company had no back-up system in place, nor the funds or desire for costly hardware replacement. Time was running out.

ACME knew they needed help to kick start the project and drive adoption, but given the multiple challenges, they weren't even sure exactly what it was they needed. They reached out to Arkadin with a simple request: can you help us?

Stepping in to help

When ACME reached out to Arkadin, we asked them what challenges they'd experienced in their cloud transformation journey. As we began to understand the situation, it was easy to see ACME lacked understanding of the path ahead of them, which led to the challenges they were experiencing. In short, they 'didn't know what they didn't know'.

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 50+ operating centers in 30+ countries has dedicated local support teams to service its 42,000+ 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 arkadin.com and cloudtransformationservices.com

For more cloud transformation resources, visit arkadin.com/resource-center/uc

With 14 years of voice experience and status as a Microsoft Gold Partner, Arkadin Cloud Transformation Services has extensive knowledge of what it takes to plan, deploy and operate a cloud telephony solution. Arkadin knows that every successful implementation begins with a thorough consultation to fully understand the path ahead. So, less than two weeks from our initial conversation, we gathered the team at ACME for a discovery Envision Workshop to understand the scope of situation and find their needs and priorities.

The Envision Workshop uncovered significant knowledge and planning gaps for ACME, and provided them with a comprehensive technical and financial analysis of the various options in front of them, as well as Arkadin's recommendations for success. Since their Envision Workshop, ACME has engaged Arkadin to manage their international rollout, develop complete user profiles and usher ACME staff through training and adoption.

Don't be a ACME

We don't want to write the next "What Not to Do" Case Study about you and your company! If you're considering or planning your cloud transformation journey, contact Arkadin to ensure you have a full picture of the path ahead. If you've begun - or even aborted - a cloud communications project, contact Arkadin. We can help steer you back on track.