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NTT Communications  
Company

[Customer story]

## Customer

# Continental AG

<b>Region</b>	Global
<b>Employees</b>	170,000
<b>Industry</b>	Automotive



## One of the top worldwide automotive suppliers sees cost and time efficiency savings with Arkadin conferencing solutions



### Key benefits

- **Global reach:** One single provider for all related services minimizes complexity
- **Flexibility:** Arkadin provides a solution designed to meet the specific needs of the customer
- **Seamlessness:** Smooth implementation of the service and minimal staff training required
- **Cost savings:** Reduced travel and faster decision making processes due to efficient conferencing tools

### Customer business objective

In 2008 Continental AG acquired the Siemens' company VDO and is today one of the top automotive suppliers in the world. This acquisition was a huge step for the organization and included not only a large number of new products and resources, but also new employees and new technologies. All these elements needed to be integrated to form one organization with a total of more than 170,000 employees today.

As a supplier of brake systems and systems and components for powertrains and chassis, instrumentation, infotainment and connectivity solutions, vehicle electronics, tires and technical elastomers, Continental holds subsidiaries in almost 46 countries. To make sure teams and individuals from all over the world work together efficiently, in 2009 the company decided to consolidate the number of conferencing systems and external providers from five to just one in Europe.

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## Arkadin collaboration solutions

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- Cisco Webex - Provided by Arkadin
- Arkadin® Anytime™

### The Arkadin solution

The employees from VDO had previously used Cisco WebEx web conferencing. Their positive experience of the solution led to its inclusion as one of the key criteria for the new conferencing system. Another important aspect was the requirement for a resilient and reliable audio conferencing service. The call for tenders was issued by Continental to a selection of potential conferencing partners in Europe.

“We did of course send our specification requirements to the large technology and telecoms providers, but we also wanted to ensure that we were considering a broad range of options. That’s why we also targeted specialized experts like Arkadin,” said Reiner Birn, Head of Telecommunications.

After an intensive evaluation Continental selected Arkadin to provide the web and audio conferencing services for both its European subsidiaries and its headquarters in Germany.

“The combination of cost and quality was a strong argument for Arkadin. Besides, we realized that Arkadin is much more flexible than the other providers we looked at while the team was able to provide the level of expertise we needed.”

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## Smooth integration

“Several days without a conferencing solution would cause a total breakdown of the company!” says Birn. “That’s why it was absolutely critical to make sure that the solution would run perfectly from day one and the integration of the systems wouldn’t interrupt our business operations.”

Thanks to Arkadin’s precision planning and extensive experience of Cisco WebEx, the transition from VDO’s system to a company-wide solution was a seamless process. The team from Arkadin integrated some new developments for provisioning and minor customisations of the user interfaces. According to Birn, “As many employees were already familiar with the technology, the attitude to adoption by users has been extremely positive from the very first day it was implemented. Many users even encourage their co-workers to use the technology.”

The web conferencing service from Arkadin supplements Continental’s internal solution. Now the automotive supplier can include external partners easily which is a huge benefit for the company.

The implementation of the ArkadinAnytime audio conferencing service was also a trouble-free process. The service is fully integrated with WebEx and facilitates clear conference calls with remote colleagues, clients, suppliers or even partners. Arkadin’s on-demand audio conferencing service can be used with WebEx or as a stand-alone service and enables impromptu or scheduled meetings anywhere and anytime. A local country access numbers list for communicating with people from different countries makes the service very user-friendly.



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We wanted more than just an off-the-shelf service. Arkadin gives us the quality and features that only experts can provide.

Reiner Birn,  
Head of Telecommunication,  
Continental AG



## Customized billing solution

Continental has been pursuing a strategy that leads a minimum number of service providers. One goal of which has been to simplify the billing process. In the past, the lack of consistency of both reports and billing documents had caused a lot of unnecessary work and additional cost, both of which making it difficult to compare the individual subsidiaries. These issues have now been resolved with one homogeneous system for reporting and billing which has provided multiple benefits across the organisation.

# Continental AG

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## About Arkadin

Arkadin is a global Collaboration Services Provider, offering audio, web, video conferencing and Unified Collaboration solutions. Arkadin enables organizations to communicate and collaborate using customizable, cost-efficient, user-friendly solutions. Founded in 2001, Arkadin has 51 operating centres in 30 countries throughout Asia, Europe, Middle East, Africa and North America, offering a full suite of remote collaboration solutions to more than 37,000 clients.

To find out more about Arkadin please visit [www.arkadinapac.com](http://www.arkadinapac.com)

## Business value

Productive conferences and team meetings - Most conferences include desktop sharing and document sharing so the teams can collaborate on plans, documents and other projects in real time. This both reduces the number of business trips required and speeds up decision making processes.

"It is so much easier to talk about a topic and look at the relevant documents at the same time than sending an endless number of emails. And at the end of a meeting every participant already has access to all notes and updated documents."

According to Birn, "Almost all departments use the services from Arkadin. Our colleagues in the administration and R&D departments particularly benefit from the advantages of the solutions. The services from Arkadin make the lives of our staff much easier: less traveling, faster processes and convenient communications."

Minimal administration - For Reiner Birn, having a robust and reliable system that is easy to manage is of major importance, "It takes me less than one hour per week to check the system and to get a quick overview on what's going on."

Continental relies on Arkadin for the delivery of the complete service including the live assistance service for users. Minor, local changes to the service are managed by Arkadin and the local managers. Only fundamental changes have to be addressed by Reiner Birn. "Knowing that the system is stable and that I don't have to worry about incidents gives me the time I need to focus on other tasks."

From Europe to global - The European employees of Continental very quickly learned how to use Arkadin's solutions and the technology has become a significant part of many people's working day. Within three months of implementation, the number of WebEx meetings increased by 30 percent. Due to that very positive experience the management decided to roll out Arkadin's conferencing services on a global scale. Arkadin's conferencing services are already available at Continental corporate-wide.