



an
NTT Communications
Company

[Customer story]

Customer

American Cancer Society

Region United States

Employees 6,200

Vertical Healthcare
(non-profit)



Key benefits

- Single provider satisfies the American Cancer Society's wide range of conferencing and collaboration needs, from day-to-day audio/web conferencing to large-scale virtual events with video streaming.
- Cost-efficient technologies and highly effective training programs drive high adoption levels for enabling the Society to fulfill their lifesaving mission work.
- Exceptional customer support and account management for keeping the Society's collaboration programs on track and on budget.

Arkadin enables American Cancer Society to realize its potential for saving lives

Overview and challenges

The American Cancer Society (the Society) is the largest voluntary public health organization in the U.S. and one of the most trusted sources of cancer information worldwide. Throughout much of its more than 100-year history, the Society was organized as a federation of many independent Divisions, each with their own governing structure and their own IT systems and tools. As the organization grew over the years, that structure became less effective and was potentially hindering its lifesaving work.

Following a massive reorganization that resulted in a more centralized model, a new IT team recognized the need for a streamlined approach to technology solutions. Their current services were fragmented and costly. As collaboration services factored heavily in their ability to work more independently with staff spread across the country, better technology options became a major priority.

The IT department, Meetings and Travel department, and other stakeholders engaged in a rigorous selection process facilitated by ACS's Strategic Sourcing team. ACS quickly consolidated technologies and services with a single provider who met their full range of requirements.

American Cancer Society



Arkadin solutions

- Adobe Connect powered by Arkadin
- Arkadin Webcast



“Arkadin is an important part of our core mission. Their solutions enable us to be more effective in our advocacy work and fundraising. There is a direct correlation in the number of lives saved.”

Shaun Hunt,
VP, IT Governance, ACS

The Arkadin solution

After establishing cost-efficient, reservationless audio conferencing through Arkadin Anytime, Arkadin helped the Society identify the best web meeting and event conferencing services for supporting both small group meetings and large-scale interactive events. To ensure smooth and efficient conferencing management, Arkadin created a custom meeting reservations portal for all Society staff responsible for organizing meetings.

Adobe Connect is used for day-to-day collaboration needs, in addition to special advocacy outreach. An example is an annual grant-giving program for funding researchers and medical practitioners with promising ideas in the fight against cancer. Due to the high cost of travel, interactions with the program reviewers are conducted virtually. The feature-rich and intuitive service offers high definition video conferencing for engaging, interactive collaborations with the reviewers, which can be viewed from practically any device. Virtual break-out rooms are especially useful for staging interactive sessions on specific topics.

Arkadin Webcast for large-scale web events to reach thousands

Large, all-hands type webcasts are an essential component of the Society’s internal communications outreach. With Arkadin Webcast, the organization has a cutting-edge technology that supports audio, streaming video and slides in an interactive format that scales for viewing by thousands of employees and volunteers in their network. Unlike previous experiences with other webcast technology, the Society is now able to reach these large audiences without any bandwidth issues. A dedicated event manager ensures smooth problem-free productions every step of the way.

Reliable technology and support are critical for staging the organization’s signature ‘Society Talk’ program series. Modeled on a virtual talk-show, the program is instrumental in enabling the Society’s Corporate Communications department to boost awareness of important initiatives. With Arkadin Webcast, the team can stream pre-recorded and live interviews with leaders across the country to create an engaging program that delivers critical information to staff. Employees participate interactively through a phone line or social media. This was an ideal format for addressing change-management topics while the Society was undergoing its massive organizational restructuring, which impacted all 6,000+ employees.

Polling and reporting features provide instant feedback, giving the Society event organizers real time insights into employee engagement.

American Cancer Society

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 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

Wide range of collaboration services to match the Society's needs – from basic web meetings to large-scale multimedia web events:

"Arkadin satisfies our needs for stable and reliable collaboration technology that enables us to engage with our audiences in exciting new ways for doing our life-saving work."

- Andrew Huff, Sr. Director, Multimedia Services, ACS

Exceptional training and customer support drives adoption and ROI:

"We saw the impact of Arkadin's customer service at every level. They added value right away with the right training for maximizing our success."

- Shaun Hunt, VP, IT Governance, ACS

Virtual events connect the Society employees, volunteers and sponsors in dynamic, interactive formats that drive greater participation:

"The Society Talk viewer experience has been significantly enhanced since moving to Arkadin Webcast. The platform is extremely reliable and it allows us to create a much more engaging and dynamic program that our staff responds well to."

- Amy Haddock, Director, Org. Communications, ACS