



an
NTT Communications
Company

[Virtual Events Case Study]

Customer

Aqua Q

Region	North America
Employees	1,000
Vertical	Engineering & Construction

Fall 2018



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Heather Adamick,
Marketing Manager, Aqua Q

Overview

Aqua Q™ (formerly known as Armtec) is one of the leading commercial drainage solutions firms in Canada. They help build better communities by imagining, engineering and delivering smart drainage solutions. The company designs and manufactures stormwater, wastewater, agriculture and building construction products that deliver the highest performance, provide greater longevity, and enable faster installation, all while reducing carbon footprint. Aqua Q’s brands include Big O®, BOSS 2000® and their new technology leading composite pipe, BOSS 3000™.

Challenges

“Being a leader in plastic and composite pipe products means that we must influence decision-makers by educating them on advancing technologies, and make sure they ultimately understand the whole stormwater retention/detention system,” says Aqua Q’s Marketing Manager, Heather Adamick. For this reason, the webinar technology that the company uses needs to educate engineers and municipal project managers across the country in a highly visual, uncomplicated way.

Unfortunately, the original webinar platform Aqua Q was using was not meeting all of needs, specifically in terms of:

- **Platform Functionality:** the previous vendor’s platform was difficult to use, particularly when handing off presenting capabilities to different locations



Arkadin solutions

- Arkadin Webinars

About Arkadin

Arkadin, an NTT Communications company, is the world's fastest growing Cloud Communications provider. We offer a wide range of solutions including Unified Communications, Digital Meeting Spaces and Virtual Events, delivered in the Cloud for fast, scalable, global deployment. Arkadin's mission is to lead companies to increased growth and success by delivering positive collaboration experiences.

If your company wants to take its webinar or virtual events game to the next level, please contact Arkadin at www.arkadin.com/contact or 1-866-551-1432.

- **Certification Functionality:** Aqua Q had to manually track and generate certificates for webinar attendees who were seeking professional continuing education credits
- **Project Management:** the prior vendor's project manager was neither proactive nor responsive to Aqua's needs

The Arkadin solution

To solve these and other issues, Aqua Q turned to Arkadin and the On24 Webinar platform. Arkadin created new opportunities for the Aqua Q marketing and product management team to engage with customers in a fresh, new way - offering additional benefits:

- **Fully Functional Yet Easy-to-Use Platform:** the On24 webinar tool is not only simple to learn and operate but has advanced features including registration source tracking, detailed reporting, and robust self-service tools including a thorough online knowledge center
- **Automated Certification Functionality:** On24's webinar solution tracks webinar attendance and engagement, and also has the ability to automatically generate a certificate of completion, which saves hours of manual administrative work
- **Professional and Flexible Project Management:** while many companies can provide On24's solution, none can do it with the high level of service and support that Arkadin provides

Within a few weeks of initial conversations, Aqua Q and Arkadin were able to launch the On24 platform for Aqua Q, and the results have been spectacular.

The average attendance per webinar is over 200 and interactivity and user engagement has skyrocketed through the use of Q&A, polls, surveys and resources for download. Automatic CE accreditation has eliminated manual hours typically needed to provide certificates. Heather confirms that: "Our webinar program has climbed to the next level since we partnered with Arkadin. Between the better platform and the personal touch of Arkadin's Customer Support, each webinar is easier and more effective."