



an  
NTT Communications  
Company

[Case Study]

**Customer**  
**Axonify**

**Region** North America  
**Employees** 150  
**Vertical** Business Education



**Fall 2018**



**“Our conferencing is seamless now. With Arkadin, our Webex solution simply works, and it sounds better than ever.”**

Cheri Doherty,  
**Senior Manager, IT & Administration**  
Axonify

**Consolidation of vendors and services simplifies and drives success for leading microtrainer**

**Overview**

Axonify is a rapidly growing B2B SaaS company and a leader in the microlearning space. Their platform helps organizations address one of the most common threats that businesses face: a lack of employee knowledge which leads to costly mistakes.

Axonify prides itself on being the only learning platform built for business performance where clients can meet the learning needs of each individual employee, directly driving behaviors that lead to business results. The Axonify platform truly transforms the way that organizations approach employee training.

Axonify credits their success to a strong leadership team, an industry-leading product, and an award-winning company full of passionate employees.

**Challenges**

Though the team behind this powerhouse learning platform is based in Ontario, Canada, they have clients around the world - on six continents, to be exact. Cheri Doherty, Senior Manager, IT, is responsible for purchasing and maintaining the telephony, software tools and computer network at Axonify, as well as offering support to their global team of 150.

“Axonify had been using Webex from the start to reach our global clients and make sales calls, though we were purchasing it through



## Arkadin Solutions

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- Cisco Webex with Arkadin Cloud Connected Audio

## About Arkadin

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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 56 operating centers in 33 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](http://www.arkadin.com).

another third-party provider. Though the team liked the Webex tool, the customer support was not at the level Axonify required, so they began looking at other options.

Eventually Cheri and her team began purchasing their Webex tool directly from Cisco and were quite happy with the service and support provided by Cisco. However, they still had a few other challenges with their conferencing tools:

- Users were sharing Webex accounts. In order to control costs, only certain staff members had login credentials, which were shared among colleagues, often leading to double-booked meetings.
- Axonify had a separate audio conferencing provider for audio-only calls. This meant employees had multiple tools to choose from, and staff had multiple vendors and billings to manage each month.
- Video conferencing tools were being deployed to eight meeting rooms that needed easy interoperability with Webex.

When faced with these challenges, and being notified of a change to Cisco's delivery model, Cisco recommended Axonify work with a third-party provider yet again, which Axonify was a bit hesitant to do. Of the partners recommended by Cisco, Axonify was pleased with Arkadin, a Cisco partner with a good reputation for delivering audio services through Arkadin's Cloud Connected Audio offering.

"Our Arkadin sales representative reached out, and I had some great conversations with him. We were so impressed with Arkadin's capabilities, we went with Arkadin. Arkadin has really stepped up to the plate. I'm very pleased."

## The Arkadin Solution

Arkadin was able to offer Cisco Webex to all Axonify employees using an Active Host model, which meant each employee had their own Webex credentials and the end of embarrassing double bookings. Call attendance would also improve: users could host calls with up to 1,000 participants, up from just 25 attendees. The Arkadin team also paired the Webex experience with Arkadin's Cloud Connected Audio. Axonify's audio and web conferencing will soon be rolled into one consolidated solution; users will experience clearer audio and the IT team will have a single vendor and billing to manage each month.

The video conferencing rooms could also now easily connect with Webex, delivering a seamless communication experience from the desktop to the boardroom.

## Learn more

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If your company wants to consolidate and improve your communications, please contact Arkadin at [www.arkadin.com/contact](http://www.arkadin.com/contact) or 1-866-551-1432.

## Business Value

Seamless conferencing makes our day-to-day jobs easier, but does it really impact a business? Yes, says Axonify:

### Improved Audio

Axonify's calls and Webex meetings sound better than ever before. "You can tell Arkadin knows what it's doing with audio conferencing. The lines don't drop and our calls are just crystal clear."

### Service

The Arkadin team behind the migration impressed Cheri. "The customer service person I worked with on the migration was phenomenal. His attention to detail and professionalism were outstanding. I couldn't have been happier."

### Education and Support

Axonify knows the importance of educating employees and has found that Arkadin's ongoing support and education on the new communications systems to be aligned with what Axonify expects from a vendor.