



an  
NTT Communications  
Company

[Customer story]

## Customer Hatch

**Region** Global  
**Employees** 10,000  
**Vertical** Engineering



### Key benefits

- Single provider to satisfy Hatch's needs for turn-key events that incorporate video conferencing and webcasting for broadcasting to thousands of employees on a global scale.
- World class, locally based project management teams for end-to-end implementation of complex events involving participants in geographically dispersed global regions.
- Industry's most advanced event meeting technology, fully integrated with high quality audio conferencing, for real-time and on-demand viewing.

## Arkadin's virtual event technology and global network give Hatch a complete package for staging global meetings

### Overview and challenges

Hatch is one of the world's pre-eminent suppliers of technical and strategic services for the mining, metallurgical and energy industries. Its six decades in serving clients has transformed it from a small Ontario-based consultancy to a global powerhouse, with over 10,000 people serving clients from more than 150 countries spanning North America, Europe, Asia Pacific and Latin America. Hatch has more than \$35 billion in projects currently under management.

With such a vast, globally dispersed employee base, Hatch relies on virtual meetings to communicate high level company information in its Annual General Meetings (AGM) and Town Halls. However, after several years of using a variety of providers with various specialties on an ad-hoc basis, it was clear they needed a streamlined 'one-vendor' strategy. In addition to the management benefits, a single source approach would be in alignment with Hatch's preferred corporate policy for large global initiatives.

# Hatch

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## Arkadin solutions

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- Arkadin Webcast

# HATCH

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Stephen Goodger,  
ICT Lead - Operational Management, Hatch

“Each time we staged a meeting, we were reinventing the wheel, using an assortment of contractors in a piecemeal fashion,” says Hatch’s Stephen Goodger, ICT Lead - Operational Management. “It was time to find a provider who could meet all of our audio, video and multi-media needs.”

With the next Annual General Meeting scheduled in South Africa, the Hatch operations team conducted a thorough audit of global providers with local operations in the region. Arkadin checked all the boxes.

“Arkadin had the full array of audio, video and multi-media solutions, plus experienced engineers and support technicians in South Africa as well as Ontario, Canada for pulling off our large general meeting,” says Goodger. “It was the complete package. For the first time we had every aspect of the event covered by one provider.”

### The Arkadin solution

An Arkadin Event Team, with a single project manager, was immediately assembled to handle all aspects of the meeting. The AGM has a two-tiered strategy: a video conference connects executives from Hatch’s Mississauga headquarters, with executives from the local site, for live viewing by global employees, as well as a webcast for on-demand viewing post-event from the company’s corporate intranet.

“It’s very important for us to enable our employees to see our presentations when they can’t get to the initial live event due to time-zone differences,” says Goodger. “This is why a webcast is so critical. We’re able to stream the video conference portion with audio and slides for a dynamic, interactive and engaging format that duplicates the live events.”

The dual approach required Arkadin to mobilize their Video Managed Services team for overseeing all of the bridging and end-point management of the video conference. Arkadin’s experienced technicians seamlessly handled the broadcast switching required for linking executives in Canada with those in South Africa. It was complex, with frequent switching between sites to accommodate the executive speaker line-up. Following the live event, Arkadin’s next generation webcast solution, Arkadin Webcast, was deployed for the on-demand viewing.

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## About Arkadin

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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 [www.arkadin.com](http://www.arkadin.com)

Prior to Arkadin, multiple teams were hired from a variety of locations for every component, from AV set up and tear down for the video conferencing and bridging, to the webcast coordination. It was extremely fragmented, time consuming and stressful, especially considering executives from multiple locations and time zones were presenting content.

According to Goodger, the first AGM managed by Arkadin in South Africa was hit out of the ball park. "In spite of the multiple challenges in our dry run, Arkadin's highly experienced services team was able to turn a disaster in the making into Hatch's best event ever!"

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The huge success of this first meeting convinced Hatch to use Arkadin for all their large global meetings and webcasts, using Arkadin Webcast for on-demand viewing.

## Business value

### Streamlined and cost-efficient turn-key solution

From video bridging and end-point management of video conferences, to innovative multi-media webcast technology, Arkadin offers a cost-efficient, 'one vendor' approach for all of Hatch's large global meeting needs.

### Technical expertise and concierge services

Arkadin's local approach to service and extensive global operations enable Hatch's operations teams to deal with specially trained conference operators, certified video technicians and technical experts, wherever their conferences are staged, for a premium event experience.

### Flexible meeting formats

Arkadin technology allows Hatch to easily create different presentations from their initial large meetings to suit the needs of various stakeholders. Employees at large receive general company updates via Arkadin Webcast, while Shareholders who consist of a far smaller audience, see the financial content through video conferencing.