



an  
NTT Communications  
Company

[Customer story]



## Customer Lionfish

<b>Region</b>	United States
<b>Employees</b>	30
<b>Vertical</b>	Marketing (advertising/branding)



### Key benefits

- **Affordability:** A cloud model with solutions in a streamlined, all-in-one platform eliminates high equipment costs associated with on-premises IT.
- **Increased productivity:** Advanced, enterprise-class unified communications and collaboration (UC&C) features enable quick response through instant access to projects, contacts and company resources, from any device, anywhere.
- **Strategic business alignment:** Organizations of any size can focus on running their business, not their technology infrastructure by dealing with one cloud-based vendor.

## Arkadin Total Connect gives tech marketing powerhouse Lionfish an all-in-one hosted solution to meet all collaboration needs

### Overview and challenges

When Lionfish set out to find a cloud-based solution on a single, all-in-one platform to meet their needs for telephony, presence, messaging and collaboration, they looked to their largest client, Microsoft. Having marketed many Microsoft products, Seattle-based Lionfish was familiar with their UC&C brands.

While Microsoft Lync and Exchange offered the functionality they required, at the time they were not available in an integrated public cloud environment. Lionfish was faced with the prospect of deploying their own servers and software on-premises, entailing substantial capital and operating expense to deploy and maintain them. The Microsoft Lync product team referred Lionfish to Arkadin.

A Gold member of the Microsoft Partner Network, Arkadin built its UC&C business on providing hosted, best-in-class phone, conferencing, email and collaboration services at a fraction of the cost of on-premises solutions.

## Lionfish

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### Arkadin solutions

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- Arkadin Total Connect



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“Our goal was to get all of our collaboration technologies on one platform, from one vendor and all in the cloud. We now have one single solution that has increased internal efficiencies and made it easy for clients to work with us.”

Nic Wildeman,  
Principal, Lionfish

By integrating the enterprise-grade technologies as web-based services hosted in the cloud, they reduced capital expenses and relieved Lionfish from maintenance burdens and technical support so they could focus on strategic operations rather than complex, time-consuming technology infrastructure.

“As we looked for a solution to improve our ability to do online meetings and lower our cost for telephony, Lync was a great solution. Arkadin was the only company to figure out how to deliver Lync in the cloud through the Total Connect brand, making it cost-efficient to deploy.”

- Nic Wildeman, Principal, Lionfish

### The Arkadin solution

Built with Microsoft technologies and delivered from the cloud, Arkadin Total Connect is the next generation of collaboration solutions for businesses of all sizes. It provides a simple, consistent interface that empowers Lionfish’s workforce to collaborate in the rich, Microsoft Lync, Exchange and SharePoint environments in a convenient, all-in-one solution integrated with a phone system and with Arkadin’s audio conferencing.

#### Key Features

- Business-class phone system: Arkadin’s premium audio service includes all advanced features such as directory services and unified messaging for accessing voice mail through email from anywhere on any device, plus unlimited inbound and outbound minutes.
- Exchange infrastructure: Enables hassle-free management of email, contacts, team workspaces, shared calendars, etc.
- Unlimited VoIP with hybrid audio: Drives cost efficiencies and gives conference participants the option of joining the same meeting via the Internet or standard phone connections, resulting in greater accessibility and productivity.
- Presence: Workers can view team members’ availability for a call or instant message, communicate their location when working remotely and organize key contacts into groups for easy access.

# Lionfish

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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 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)

## Business value

### Microsoft + Arkadin = Next Generation of Collaboration

By shedding their out-of-date collaboration solutions for the robust, all-in-one Total Connect package, advanced collaboration and communications tools were eminently affordable. Lionfish achieved its objective of having all UC&C services delivered from one platform and by one vendor.

### High ROI

The Lync server solution which Arkadin spearheaded is shared by multiple companies, which significantly reduces the high costs associated with having a dedicated private cloud for each business. The hosted Total Connect service is delivering tens of thousands of dollars in savings from Lionfish's previous collaboration solutions.

Wildman exclaims, "We went from \$30,000 for servers to \$69 per seat per month for Total Connect, with all the features of Lync, including voice and presence. I estimate we saved \$50,000 in one year by making the shift. For a small company like ours that's significant."

### Mobility

The new Lync Mobile Client extends the collaboration functionality to include video, giving users a familiar and consistent experience on Windows, Apple and Android smartphones and tablets. Lionfish found it very easy to download and install regardless of the device, enabling them to work in the most complete Lync environment from any location for better more productive teamwork.

"Arkadin recently upgraded us to the Lync Mobile platform, which is awesome! I was running late for a meeting yet I was able to fully participate via Lync through my mobile phone. It worked extremely well."