



an
NTT Communications
Company

[Customer story]

Customer

Nestlé Japan Ltd

Region	Global
Employees	2,400
Vertical	Consumer goods (foods)



Key benefits

- Reduces employee travel costs and associated expenses.
- Delivering a high-level of user satisfaction with a secure and seamless service.
- Broadening use of mobile devices by delivering a virtual event solution on the iPad.

Arkadin delivers a cost saving and seamless bespoke solution for Nestlé Japan's first online event

Overview and challenges

As a global group which has rolled out numerous consumer-oriented product brands, Nestlé provides a forum for global executives to share their thinking with key management personnel from Nestlé Japan's domestic sites.

This forum had previously been held at an event venue in Tokyo where all the heads of the domestic sites assembled. The need to reduce the cost of the forum while maintaining the quality of communication drove Nestlé Japan to start looking at remote collaboration solutions.

"Our original aim," recalls Mr. Wataru Mitsumori from IT Support at Nestlé Japan, "Was to enable global executives visiting Japan to convey their message directly to key management personnel at our sites around the country. We needed a progressive way to bring costs down without sacrificing the real-time nature of the communication."

To make this remote conferencing project even more significant, Mr. Mitsumori decided to use it as an in-house demonstration of iPad functionality.

Nestlé Japan Ltd



Arkadin solutions

- Arkadin Anytime
- Arkadin Event
- Cisco WebEx provided by Arkadin



Nestlé

Good Food, Good Life

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Wataru Mitsumori, IT Support,
Nestlé Japan Ltd

“If we were going to broadcast over the Internet, I wanted iPads to be used as reception terminals at each domestic site,” he explains. “It would mean big savings in terms of set-up time at our sites as all we would actually need to do was connect an iPad to the projector in the conference room at each site. I knew it would show everybody just how easy it is to use mobile devices.”

Having received quotes from two companies, Nestlé Japan plumped for Arkadin on the basis of cost, sound and picture quality, and above all, iPad support.

The Arkadin solution

“The support provided by Arkadin was really diligent and much appreciated. They were able to understand our needs and propose a well-judged solution. They also took on board what could and could not be achieved within our budget before proceeding. The speakers at the Q&A session venue would be speaking in English so Arkadin talked to us about how the audio and the interpreting would be structured. They had a good grasp of what was needed to ensure that the speakers’ words would be relayed in Japanese to the participants at our domestic sites.”
- Wataru Mitsumori, IT Support, Nestlé Japan Ltd

Prior to the forum, Arkadin’s event team studied the venue, checked the acoustics and carefully tested the audio and video quality to ensure they met all the customer’s requirements. Arkadin chose to use Arkadin Anytime audio conferencing and Cisco WebEx as it offered an iPad app with professional quality presentation sharing as well as the fully integrated video conferencing that Nestlé Japan required.

The Arkadin team determined the iPad settings and compiled a manual for use at each site. Consistent support was provided, covering everything from event design to project management and on-site assistance.

On the day, Arkadin provided on-site support at the session venue, along with support for the remote participants. Using Arkadin Anytime audio conferencing, everything said at the venue was clearly relayed to all the sites.

Nestlé Japan Ltd

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

The exercise ushered in a whole new approach whereby individually-owned personal devices were used simultaneously on a group basis as highly-impressive mobile terminals.

According to Mr. Mitsumori, "We had never done a live transmission before, so we had some misgivings. We were starting out with no way of judging what we should do to get it right, but in the end it all came together beautifully. It was a revelation."

Mr. Mitsumori saw the key to the success of this event as, "Teaming tablet terminals with remote collaboration tools to establish a user-friendly and unobtrusive solution for everyone on-site."

Besides enabling management message-sharing, it also saved on costs and delivered a high level of user satisfaction. According to Mr. Mitsumori, "In terms of information-sharing and cost-effectiveness, I would say that the event had met Nestlé Japan's goals 100%. I say that because we were able to transmit live audio and video to each site without exception, and because the cost of remote collaboration was less than our original budget for the domestic participants' travel costs."

Arkadin also achieved a high degree of user satisfaction; in a survey carried out after the event at each site, attendees were asked whether they wished to "use real-time information-sharing by remote transmission again in the future," 77% of respondents replied "yes."

When asked to suggest future improvements and to give his overall impression, Mr. Mitsumori said "Next time, it would be nice to tweak the camera and the audio output a bit more, to enhance the feeling of being in the same room. I would recommend Arkadin's solution to others."