



an
NTT Communications
Company

[Customer story]

Customer

Pinnacle Engines

Region Unites States

Employees 15

Vertical Manufacturing
(industrial)



Key benefits

- Dramatically improved face-to-face communications.
- Superior quality and scalable video coding for a natural, crisp HD video.
- Easy to use from a personal computer or room system.
- Streamlined integration with legacy conferencing systems.

Arkadin Video powered by Vidyo dramatically improves communications for Silicon Valley start-up

Overview and challenges

A Silicon Valley start-up required a better, more effective way to collaborate with their Asian OEM partner on the highly technical design of their state-of-the-art engine technology. The solution would need to bridge the language and cultural differences between the partners and improve commitments required for timely production schedules.

When Pinnacle Engines committed to developing game-changing engine technology for dramatically reducing fuel consumption and greenhouse gas emissions, they tapped an Asia-based OEM partner to develop and market the technology. They were soon challenged to find an effective way to collaborate.

Traditional conference calls and online meetings weren't sufficient for adequately communicating the sophisticated, highly technical information involved in engine architecture. Added to that, the language and cultural differences impeded their effectiveness, often creating stress and tension.

Pinnacle Engines



Arkadin solutions

- Arkadin Video powered by Vidyo

Pinnacle Engines

“It met all of our criteria. The set up is relatively easy and it’s compatible with our partner’s legacy system. And with Arkadin’s strong customer service we’re confident we made the right choice.”

Tom Covington,
VP Marketing & Special Projects,
Pinnacle Engines

There was a lot at stake to find a solution, considering the launch of the first engine was less than two years away. With deadlines slipping and production schedules at risk, the Pinnacle team moved quickly to find a video conferencing solution that would be affordable and effective in communicating technical information.

The Arkadin solution

As a small, 15-person start-up, Pinnacle couldn’t afford the \$100,000+ proprietary systems the major players were marketing; yet they needed a system that offered a more robust and richer video quality for demonstrating technical detail than the consumer-oriented free or very low-cost video conference and chat solutions on the market.

When Pinnacle’s IT supplier recommended Arkadin for its Arkadin Video powered by Vidyo system, the management team was impressed with the product. The high quality and low latency of the high definition, multi-point technology, coupled with reasonable pricing and moderate bandwidth requirements were compelling.

“It met all of our criteria,” said Tom Covington, vice president of marketing, Pinnacle Engines.

“The set up is relatively easy and it’s compatible with our partner’s legacy system. And with Arkadin’s strong customer service support, we’re confident we made the right choice.”

Business value

Since using Arkadin Video for their weekly meetings, Covington says Pinnacle’s communications with their Asian partner have improved dramatically:

“It makes a big difference to see the people you are talking to. We’ve found a greater sense of trust and commitment between our partners since using the technology. If someone commits to a deadline, you are more apt to get it if you see them face-to-face. It’s a real stress reducer!”

Pinnacle Engines

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

"And it's pretty cool to be able to demonstrate our engine parts. PowerPoint visuals are an important part of our design process, but they can only get you so far. With Arkadin Video powered by Vidyo we can share the physical model in CAD which is very useful. The technical information integrates very nicely with the technology."

Video conferencing is also having a positive impact on the way Pinnacle's board of directors meet. With meetings scheduled every 6 - 8 weeks, it isn't practical for one of Pinnacle's directors to travel to each one, considering the expense and time away from the office.

"We set our director up in our conference room on a 46" monitor and wheel him anywhere during the meeting," says Covington. "It's as if he's got a seat at the table. As a result, he's far more engaged and important to the discussion than if he was merely the black box that occasionally talks."

In summary, Pinnacle's critical communications challenge has significantly improved since adopting Arkadin Video.

In addition to better meeting outcomes so crucial for enhancing productivity for the 2013 launch, seeing their Asian OEM partners face-to-face, without having the long-distance travel, has helped breach cultural differences. This has resulted in a more trusting and committed relationship.