



an
NTT Communications
Company

[Customer story]

Customer Shane Co.

Region	United States
Employees	500 advisors
Vertical	Retail services



Key benefits

- Dramatically improved face-to-face communications.
- Superior quality, scalable video coding for a natural, crisp HD video.
- Easy to implement and use from a personal computer or room system.
- Cost savings from reduced need to travel for face-to-face meetings.

Arkadin is changing the way a large jewelry chain conducts business

Overview and challenges

For the largest, privately held jewelry retailer in the U.S., keeping sales staff energized and motivated is a key priority, especially during the peak holiday season. Having an effective means of virtual face-to-face communications with all 20 stores would reduce the need for their executives to travel without compromising personal interaction. It would also enable them to conduct virtual meetings with their Asian and European suppliers, significantly reducing expensive travel costs.

With stores spread out among 13 states across the U.S., it's logistically difficult and expensive for Shane Co.'s Denver-based CEO and the company's regional managers to travel as much as they would like to. They make visits to every store at least one to-two times per year and would do more if travel costs weren't so high. According to Sr. Director of IT this is why they turned to video conferencing.

"With a video conferencing system, our CEO Tom Shane and the regional managers can have frequent face-to-face meetings with store managers without actually being there. And their interactions can extend to all employees simultaneously when using the multi-screen capability. This interaction is extremely motivating for our employees."
- Sr. Director of IT, Shane Co.



Arkadin solutions

- Arkadin Video powered by Vidyo



DIAMONDS · RUBIES · SAPPHIRES · PEARLS

“The ROI is cake! One set of trips per executive to our 20 stores is easily \$20,000 which equates to one year’s worth of licenses. With multiple trips throughout the year the travel.”

Sr. Director of IT,
Shane Co.

The Arkadin solution

Shane Co.’s IT team searched the market for a high quality system that was relatively easy to use and reasonably priced. They previously used a point-to-point solution, but the limitations in not being able to connect to all stores simultaneously prompted them to move to a hosted solution within their server environment for greater reach.

Arkadin Video powered by Vidyo met the technical requirements. The high definition, multi- point room system is easy to set up and connect multiple participants from any number of desktops or room locations. Its scalable video coding technology delivers a natural crisp video with no latency. And the cost relative to other services was attractive.

According to Shane Co, the real plus was Arkadin’s service: “They bent over backwards to be sure the implementation was flawless. We held a test conference with several of our sites to be sure we were entirely comfortable with how it worked. Every detail of the structural set up was meticulously presented, including recommendations for the conference room set up for our CEO, and the hardware and furniture dimensions. This attention to detail from only one on-site visit gave us the confidence it would be successful.”

Business value

Following a successful 90-day trial during which employees received hands-on product training from Arkadin’s sales-support team, Shane Co.’s management is using the service regularly. Thirty to forty managers are now equipped with licenses set up to align with the jeweler’s requirements.

“I am happy with the results,” says the Sr. Director of IT. “Within an hour of set-up we were chatting with our store sites. It’s been a terrific experience. I deal with a lot of vendors in my role and Arkadin is at the top of my list.”

“The ROI is cake! One set of trips per executive to our 20 stores is easily \$20,000 which equates to one year’s worth of licenses. With multiple trips throughout the year the travel savings are huge!”

Shane Co. plans to roll out Arkadin Video to various global locations where they source gems.

Shane Co.

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

"We buy gems all over the world, from the South Pacific, to Israel and Antwerp," says the Sr. Director of IT. "The ability to meet our suppliers virtually with high quality video conferencing will change the way our buyers work. It will save valuable time and resources and also open up the office to more of our staff who will benefit from the face-to-face collaboration."

Shane Co's Sr. Director's of IT sees other applications for improving business operations with Arkadin Video, including basic technical assistance.

"Our folks are experts in gems, but when it comes to reconfiguring a wiring scheme on a Cisco router they're at a loss. With video conferencing, my team can point the camera to demonstrate how to swap out the cables in ports. It's a lot easier for the store staff to follow and it saves me the expense of sending in a technician."