



an
NTT Communications
Company

[Customer story]

Customer Ai Group

Region	Australia
Employees	300
Vertical	Industry Association



Video Conferencing drives greater efficiencies and substantially lower travel expenses: rapid adoption ensues



Key benefits

- Offers a consistent, secure and life-like HD connection
- Reduces need for expensive travel; ideal for association board meetings
- Affordable, highly scalable SaaS model has low upfront infrastructure requirements
- Simple and intuitive access from desktops, room systems or mobile devices
- Members have access to comprehensive training, ongoing support and automatic software upgrades from cloud model

Overview and challenges

The Australian Industry Group (Ai Group) is one of the nation's foremost business organizations. Ai Group along with its affiliates represents the interests of more than 60,000 businesses, who employ more than 1 million people from a diverse range of industries spanning small-to-large businesses. Members benefit from information and counseling on everything from how to build competitive and sustainable workplaces, to global integration, innovation skills development and government relations.

Ai Group



Arkadin collaboration solutions

- Arkadin® Video™
- Arkadin® Professional Services

As an industry group tasked with meeting the needs of its members located across a vast continent, from Sydney to Brisbane, Melbourne or even Albury, face-to-face interactions are extremely important. When domestic airfares had a hefty increase, Ai Group was challenged to find a solution. Travel for client meetings was a substantial part of their operating budget due to a culture that saw value from in-person collaborations.

It was essential to secure a service that would be utilized; otherwise, the ROI would never be realized. National Manager of Support Services Glyn Jowsey and his colleagues tasked with the review knew what they didn't want: equipment that was costly and complicated.

"We reviewed high end equipment from the top providers, but it was expensive and complicated to run. We only have a small IT department so we needed to be practical as well as cost efficient."

A search was narrowed to a limited number of providers that met their criteria for quality, cost, reliability and flexibility to accommodate desktop and mobile users. The team was keen to investigate the ArkadinVideo cloud-based video conferencing service. Arkadin was a vendor with a good reputation for delivering audio services through ArkadinAnytime.

After the first demo was conducted on an iPad, the simplicity of the connection was immediately apparent. The cloud-based service, with both a web-based desktop and room system offering, was a match for their requirements. It completely met expectations for quality, reliability and cost, convincing the team to do a full pilot.



"Airfares were escalating and we needed to get control over it. But we didn't want any shortcuts. We needed a high quality service that was reliable and economical."

"The simplicity of the connection was apparent straight away."

Glyn Jowsey
National Manager - Support Services
The Australian Industry Group

The Arkadin solution

After testing for several months, management was convinced it was the right solution. Arkadin's collaboration expertise as an end-to-end provider covering installations, set up and ongoing support was a bonus.

The team moved quickly to equip sites in regional head offices with Arkadin's Advanced Hardware room package, with flexibility to accommodate from 4 - 25 participants. Arkadin's Professional Services Team managed the deployment end-to-end. Every detail from consultations on the rooms, to defining an SOE and managing the installation within the desired time frame, was executed with precision.

Ai Group

About Arkadin

Arkadin is one of the largest and fastest growing Collaboration Service Providers 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 53 operating centers in 32 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

As executives increasingly used the service to cut down on frequent and expensive travel, adoption spread throughout all levels of Ai Group and its affiliate associations.

- **Increased usage:** Bookings are so popular that multiple offices are being fitted with room systems to meet growing demand. "We made a business case for more cameras and speakers. It's no longer internal staff driving usage. We're getting requests from members and other affiliated associations who are seeing the benefits due to more conferences between the groups."
- **ROI:** Substantial reductions in travel-related expenses are incurred. "We're seeing from 30 - 40% reductions in a very large budget. I am convinced it's pushing down travel expenses as fewer people are traveling now."
- **Reliability:** Simplicity of the technology is a key driver of adoption. "Arkadin's technology is like Apple. It just works. You don't have to fumble around. You press a few buttons and you can host a meeting."
- **Service:** High quality client care earns respect and competitive differentiation. "It's good to have quality people who know their stuff. The Arkadin team is now part of Ai Group's 'go-to-infrastructure'. If we need help, we contact them and get immediate attention."

Ai Group is also looking to adopt the ArkadinVideo HD Desktop system. This is especially helpful for Ai Group staff and their member contacts who don't require full room system, but need the flexibility to access video conferences from any desktop or mobile device.