



an
NTT Communications
Company

[Customer story]

Customer

KIRCHHOFF Automotive GmbH

Region Germany

Employees 9,000

Vertical Automotive



Arkadin facilitates cost-efficient and easy-to-use web and audio conferencing for KIRCHHOFF Automotive



Key benefits

- Substantial savings: slashing business travel spending
- Rapid adoption: high acceptance level amongst staff and frequent usage
- Improved efficiency: fast processes and prompt support
- Transparency: clear costs and benefits

Overview

KIRCHHOFF Automotive GmbH has been producing and supplying metal parts to the automotive industry for as long as cars have existed. This internationally recognized company is a single-part developer and manufacturer of components and chassis structures. Both highly innovative and tradition-rich, KIRCHHOFF Automotive is a family-held business that stands for flat hierarchies, quick decision making and a huge level of experience and expertise regarding its key competencies. Approximately 9,000 employees in 11 countries work very closely together for the success of KIRCHHOFF Automotive. Efficient and convenient collaboration between staff is a key priority for the company and it was agreed that the existing conferencing solutions could be improved

KIRCHHOFF Automotive GmbH



Arkadin collaboration solutions

- Arkadin®Anytime™
- Arkadin®Anywhere™

Issue & objectives

“Web and audio conferencing is not new to our business. We realized the huge potential of virtual collaboration beyond subsidiaries and national borders at a very early stage,” recalls Stefan Kemper, Team Leader IT-Servicedesk at KIRCHHOFF Automotive GmbH. “However, in the past we have simultaneously used services from different providers which has caused problems as the combination didn’t always work smoothly and seamlessly. There have been issues from an organizational perspective as well as complaints from staff regarding the complicated use of the application and a lack of customer service from the provider’s help desks.”

In addition, coping with a limited number of accounts, the complex process of setting up new accounts and the inflexible accounting procedures prompted KIRCHHOFF Automotive to look for a new supplier.

During his research into potential providers, Stefan Kemper came across Arkadin and the extensive range of audio and web conferencing solutions offered. The ArkadinAnytime audio conferencing and the ArkadinAnywhere web conferencing services caught his attention, so the decision was quickly made to have a trial period. The Arkadin solutions were tested for day-to-day business by different departments for a period of three months. The feedback from all members of the team involved was extremely positive so the IT-department decided to implement the Arkadin service across the entire company.

KIRCHHOFF Automotive GmbH

Arkadin solution

the Arkadin service was rolled out in phases starting with the German subsidiaries at Iserlohn, Attendorn and Saarlouis. Accounts were provided to a limited number of users so KIRCHHOFF Automotive could gauge the level of usage and choose the most appropriate account model. Based on the findings, a combined accounting model was selected for with some accounts on a pay-per-use rate and heavy-use accounts on a flat rate. Following these measures alone enabled KIRCHHOFF Automotive to significantly reduce costs.

One all the German subsidiaries had access to the services, it was rolled out to the offices in China, Poland, Ireland, the Ukraine and Portugal.

All Arkadin account holders have access to the one-demand audio conferencing service, which can be used for impromptu or scheduled meetings. With many international meetings, the local country access number list minimizes the number of international calls made. Staff are able to easily communicate with remote colleagues, clients, suppliers or even partners. For security and confidentiality, all ArkadinAnytime meetings are protected by moderator and participant PINs by default. If additional security is required, account holders can book a conference call through Arkadin's online portal to generate a unique set of one-time-use PINs which are only valid for the meeting at the given time.

One of KIRCHHOFF Automotive's main collaboration service objectives was to have fully integrated audio and web conferencing solutions. The ArkadinAnywhere web conferencing service enables staff to share screens, applications, whiteboards or documents online in seconds. Its simple and intuitive interface ensures that the KIRCHHOFF Automotive staff can easily collaborate online with remotely based colleagues. As the audio conferencing service is fully integrated, the audio access information can be viewed from the web conference, call back can be used to dial out and the meeting moderator can view and manage the audio conference. The person speaking is indicated on the attendee list by the active speaker icon.



"The decision for Arkadin was easy. The applications are easy to use and very reliable. The transparency regarding costs and the accounting procedures have delighted us, too."

Stefan Kemper,
KIRCHHOFF Automotive GmbH,
Team Leader IT-Servicedesk



KIRCHHOFF Automotive GmbH

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 52 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

Level of satisfaction

since the Arkadin service was rolled out, the number of conferences continues to increase. Arkadin has provided KIRCHHOFF Automotive users with training to familiarise them with the technology and learn how to use it efficiently. This has noticeably increased the level of user's confidence in the service and removed barriers to usage. KIRCHHOFF Automotive reports a very high level of satisfaction amongst users and believes that this is due to the ease of use, which it sees as one of the major characteristics of the solution.

The high level of satisfaction is also a result of the quality of support available. According to Stefan Kemper, "Arkadin always reacts very quickly when we have an enquiry. From day one we had one single point of contact who knows all about our requirements and our specific situation. The combination of all these elements results in a highly satisfying customer service which we are happy to use," says Stefan Kemper.

To further encourage familiarity and reinforce the corporate adoption of the solutions KIRCHHOFF Automotive has selected some of the branding and customization services offered by Arkadin. The ArkadinAnywhere web conferencing interface and the ArkadinLounge collaboration portal have the look and feel of the KIRCHHOFF Automotive corporate identity. The company branding is also applied to communications such as the Welcome Email, which is sent to all new users, to further strengthen the corporate 'ownership' of the service.

The high quality of the audio broadcasts and web conferences make virtual collaboration very convenient for KIRCHHOFF Automotive. As a result within a short period of time more than 100 accounts have been set up for the German subsidiaries. For internal means it is mainly the IT-department which uses Arkadin, for external means it's mostly the sales teams.

The ability to apply for a conferencing account and receive account details quickly and easily has been very well received by users. As soon as the new accounts are activated the conferences mainly get started by using an add-in for Microsoft Outlook.

For the near future Stefan Kemper only has a small number of wishes remaining. "In comparison to its predecessors we can work with Arkadin's technology much faster and more cost-efficiently, easily connecting employees from different locations. Many features like the availability of different languages in ArkadinAnywhere ease virtual collaboration and the amount of time we have to spend on administration is tiny. Despite the really high transparency regarding costs we are planning to get even more details about the efficiency of our virtual events. I am confident that Arkadin will be a competent and reliable partner for this task - as always."