



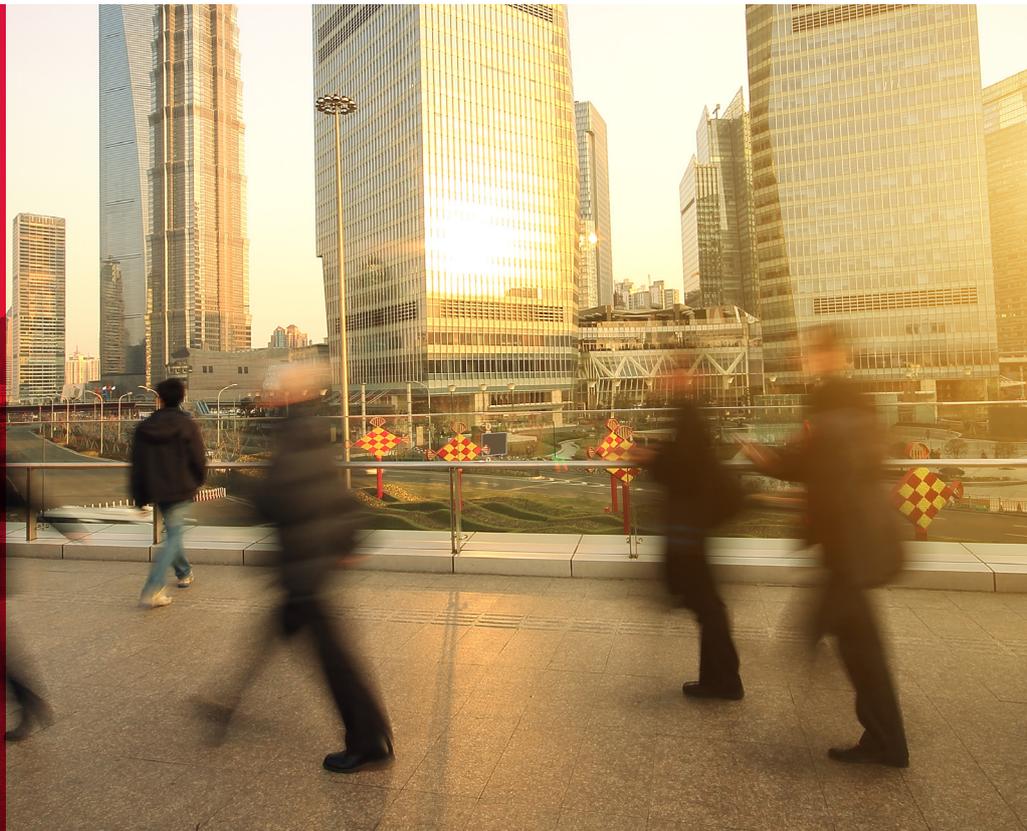
an
NTT Communications
Company

[Customer story]

Customer

Navex Global

Region	US based with extensive global operations
Employees	450
Industry	Ethics and Compliance Training, Risk Reporting and Advisory Services



Virtual Trade Show provides strategic platform to educate newly merged organizations' global customers and prospects:
ROI is immediate and significant



Key benefits

- **Expanded Reach:** Virtual 'just like being there' forum reaches thousands of customers in fast, cost-efficient manner for same cost as a one-city regional event.
- **Flexible Format:** Live and pre-recorded interactive content for on-demand replay viewing of multiple presentations.
- **High ROI:** Immediate sales more than pay for the event. Virtual format enables content to be repurposed for a 2nd event targeted to a different audience, extending the value and ROI.

Overview and challenges

When four leading ethics and compliance organizations were merged to create a new organization with a unified platform, it needed to educate its large customer base on its new brand ID, executive leadership and expanded product line. This was a significant challenge since each of the companies had established brands and market leadership in their individual entities and, collectively, a globally distributed customer base comprising 75% of the Fortune 500. Establishing trust in the new NAVEX brand and awareness of the expanded product lines was essential to their success.

Having used virtual event technology at a previous employer, NAVEX's Market Development Manager, Rob Walton, recognized its value for educating the global customer base in a fast, cost-efficient manner. And he understood what to look for in a partner. Three leading companies were identified and thoroughly vetted through interviews with customers on quality, service and cost considerations. With its compelling service proposition, Arkadin won the review.

"Arkadin offered the greatest level of service and flexibility, at a competitive price."

Navex Global



Arkadin collaboration solutions

- Arkadin®Event™

The Arkadin solution

With only three months to prepare, Arkadin mobilized its events team to support NAVEX Marketing in every aspect of the conference. A two-pronged strategy was devised consisting of a live event for local-area customers, and a customized on-demand virtual conference incorporating webcasts with streaming video and audio for global customers to view at their convenience. The virtual conference also featured an innovative exhibit area to showcase NAVEX's services.

Speaker presentations with interactive Q&A chat sessions were coordinated, including a CEO keynote and panels with top customers and prominent industry analysts. By using the virtual event technology, presentations could be pre-recorded to facilitate speakers' busy schedules, resulting in a greater volume of content for on-demand viewing. The virtual conference offered three learning tracks with a total of 33 individual learning sessions.

Invitations reflecting the new brand ID were created by NAVEX Marketing and displayed on Arkadin's registration page for a seamless user experience. Arkadin-generated reminder notices were issued prior to the event to encourage participation. And as an inducement to attendance, NAVEX Marketing offered certification credits for participation at some of the panels involving legal and human resource compliance issues.



"It was a great experience for us as a newlymerged company."

"We used a virtual event to provide a forum for 8,000 customers of our newly merged company to learn about the new organization, its leadership and expanded product line. A virtual event was an excellent way to reach global customers in a fast, cost-efficient manner."

Rob Walton,
Market Development Manager
NAVEX

Navex Global

About Arkadin

Founded in 2001, 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 remote audio, web, and video conferencing and Unified Communications solutions. The services are delivered in the SaaS model for fast, scalable deployments and a high ROI. Its global network of 51 operating centers in 31 countries has dedicated local-language support teams to service its 37,000 customers.

To find out more about Arkadin please visit www.arkadin.com

Business value

The return on investment was immediate and significant. NAVEX's customers liked the content and flexibility the on-demand replay format afforded.

"We found the virtual conference to be an excellent way to reach as many people as possible in a relatively short time. We could get to about 10% of our customer base which is remarkable considering how hard it is to do that today."

"Participants gave the event very high marks. It was a great way to get our message out quickly and efficiently. In the past, we had to go to satellite cities. The virtual conference significantly expanded our reach at a cost comparable to what we might spend on a live meeting in one city."

In addition to the educational value, a key success metric was sales. Leading up to the conference, NAVEX Marketing analyzed customer buying patterns to determine if there would be any correlation in post-event sales. They found the typical sales pipeline was from 4 - 6 months on average. Yet following the virtual event, there were immediate sales, mostly within 30 days of the conference - significantly faster than the average pipeline. In summary, NAVEX's communication challenge was solved through Arkadin's virtual event technology which enabled high levels of awareness for the newly formed company's brand ID and demand for its expanded product line.

"The ROI was excellent. We had very good near- and short-term sales which were generated far more quickly than our normal process. This more than paid for the event."

Fresh from its success, NAVEX Marketing reformatted some of the content for a virtual prospecting conference using ArkadinEvent. The industry meeting attracted hundreds of potential customers, resulting in one of the company's largest ethics and compliance conferences.

"We were able to leverage the investment from our customer conference which made it a very cost effective event. The reviews on the format and content were excellent. It was a very successful series of virtual conferences."