



an
NTT Communications
Company

[Customer story]

Customer Cambridge Assessment

Region	UK based with smaller offices worldwide
Employees	1,700
Industry	Education & Training Services



Key Benefits

- Single solution for global audio and web conferencing
- Tailored business communication tools
- Convenient but secure collaboration for discussing sensitive topics
- Successful launch of two web conferencing services with training on both

Enhancing communications through Arkadin conferencing services

Overview

Established in 1858, Cambridge Assessment is the University's international exams group, comprising three exam boards and the largest educational research capability of its kind. It plays a leading role in researching, developing and delivering educational assessment to eight million students in over 160 countries every year.

Challenges

Communication and decision-making in the world of assessment and examinations can often be time-critical and high value, with the scope of discussions varying enormously.

Cambridge Assessment Telecoms Manager, Chris Barron, recognised the need for a global solution that could easily be accessed by overseas colleagues, most of whom had minimal experience of using conferencing.

"We needed a solution that could deliver a seamless, intuitive service with the right level of support that would allow users to concentrate on the content of their meetings, rather than the technology behind it."

With a scattering of outdated conferencing services, a major overhaul was required. The aim was to bring collaboration tools up to date, adding web

Cambridge Assessment



Arkadin collaboration solutions

- Arkadin® Anywhere™
- Arkadin® Anytime™
- Cisco Webex



CAMBRIDGE ASSESSMENT

“Switching to Arkadin has brought a significant and welcome change to our use of audio and web conferencing.”

Chris Barron, Cambridge Assessment,
Telecoms Manager

with a video capability to the mix and offering full global customer support around the clock.

“We were looking to work with a company that could provide collaboration as a service and evolve with our communication plans. That would mean working with our users to create solutions that would suit many different business requirements, rather than just being sold a service and then left to our own devices.”

Unified Collaboration Solutions

Cambridge Assessment was provided with two branded collaboration solutions - ArkadinAnytime audio conferencing and ArkadinAnywhere web conferencing. An integrated audio and web platform was also implemented to complete the service portfolio, combining ArkadinAnytime with Cisco WebEx web conferencing.

“ArkadinAnytime is secure and simple to adopt”, describes Chris Barron. “It allows us to deploy an advanced solution, pushing users into ‘the cloud’ without incurring the high telephony costs that are often associated with hosted, managed audio conferencing. About 50% of our conferencing use touches our own customers in a business to business sense,” he adds. “So the ability to access the service via a single, international dial-in number adds enormous value.” Users were also given a single point of contact for support and billing.

Arkadin’s fully branded web collaboration solutions for Cambridge Assessment offer the user the ability to share their desktop, documents and applications, giving them annotation capabilities via a whiteboard facility. Users also have a visual representation of their Anytime conference, allowing them to dial out to people, view a list of who is on the call, record the session and mute participants.

ArkadinAnywhere and WebEx

Cambridge Assessment launched their WebEx service through Arkadin in order to take full advantage of the comprehensive support and training offered by the Arkadin team. When Arkadin was brought on board, account holders were provided with training and support to ensure that the highest levels of functionality offered by WebEx Meeting Center could be exploited. It is now used across the business for ad-hoc meetings as well as sensitive examination discussions. Cambridge Assessment also uses WebEx Support Center, a remote application for one-to-one customer and helpdesk support, also delivered by Arkadin. Although they have their similarities, ArkadinAnywhere and WebEx each have clear, defined roles within Cambridge Assessment.

Cambridge Assessment

About Arkadin

Arkadin is a global Collaboration Services Provider, offering audio, web, video conferencing and Unified Collaboration solutions. Arkadin enables organizations to communicate and collaborate using customisable, cost-efficient, user-friendly solutions. Founded in 2001, Arkadin has 51 operating centres in 30 countries throughout Asia, Europe, Middle East, Africa and North America, offering a full suite of remote collaboration solutions to more than 37 000 clients.

To find out more about Arkadin please visit: www.arkadin.co.uk

"Many of our users do not require the broad range of features offered by WebEx," explains Chris Barron. "So we felt that for many of our users, particularly those new to web conferencing, ArkadinAnywhere offered an easy-to-use, economical solution"

Why Arkadin?

In choosing Arkadin, Cambridge Assessment was looking for a provider that could deliver a high quality solution as well as thorough, readily available support.

"Switching to Arkadin has brought a significant and welcome change to our use of audio and web conferencing," Chris Barron claims.

"They have delivered a great service, tailored to specific user requirements and supported via thorough training on both a group and individual level, ensuring users build up enough expertise during their first sessions to continue to use it with confidence."

Chris adds "The robust use of these new solutions is now fundamental to Cambridge Assessment's business operations in the UK and overseas. Working with Arkadin has enabled us to build a critical mass of confident users. It's easy to see the added value they have delivered. They also continue to demonstrate the ability to create customised services and provide appropriate training and advice in response to users' business requirements"