



an
NTT Communications
Company

[Customer story]



Customer
Tesser

Region U.S. Based with global customers

Employees 22

Vertical Brand Strategy & Design firm to retail industry



Key benefits

- Single all-in-one application for all collaboration services: audio, web and video
- Instant client/agency collaboration on visual designs for more efficient and engaging meetings
- Customized meeting rooms for storing confidential client/agency collaterals
- Quick ROI from fast, scalable SaaS delivery model

Renowned Brand Strategy and Design Agency uses Collaboration Technology to Bring Theater and Magic to Client Presentations

Overview and challenges

San Francisco-based Tesser, a global design and branding powerhouse whose clients are among the who's who of retail chains, needed a more efficient way to conduct client meetings. As a small, nimble firm with a sterling reputation and client roster spanning the globe, it was essential to have a meeting service that would enable real-time visual collaboration on design concepts. Their previous web conferencing provider's service did not offer the combination of features and quality they needed. With only one set of PIN codes, scheduling meetings was problematic. And the screen-sharing functionality restricted their visual effectiveness, especially when presenting strategic design concepts for their clients' corporate identity, packaging and retail stores.

"We'd often use Skype and Google Chat to collaborate with some of our major clients, but it wasn't the professional environment we wanted to project - even for our fun, hip brands. We need to set the stage and tee-up the big thinking behind our design choices to be effective."



Arkadin solutions

- Adobe Connect™
Powered by Arkadin®



TESSER
BIG PICTURE BRANDING™

“Instead of clients just looking at our designs, we can now present a more complete picture – the big thinking – and have theater and magic in presenting our designs.”

B. Todi,
Tesser Account Manager

The Arkadin solution

To ensure a fast and seamless transition, the Web Help team collaborated with Tesser IT to ensure the back-end was set up properly. Arkadin Customer Care conducted several dry runs, with role playing on presentations between Tesser presenters and participants. With Tesser’s high profile clients, it was essential to have complete confidence in everything from uploading presentations to running videos and setting up customized client meeting rooms. Tesser made the switch from their previous web conferencing vendor to Adobe Connect Powered by Arkadin in 2012. While they initially considered a video conferencing solution, the Arkadin team felt that their new Adobe Connect solution offered a better fit for their needs due to the advanced all-in-one feature set encompassing audio, web and video collaboration. Tesser’s management was confident they had the right combination of collaboration functionality for presenting their signature big-picture branding, and customer service. Since 2006 Arkadin had been their phone conferencing supplier delivering high levels of client satisfaction, central to their DNA. “We were extremely satisfied with Arkadin’s customer service for our conference calling. When they introduced Adobe Connect to their portfolio, it made sense to have them support our collaboration needs as well.”

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“The expert training we received gave us the confidence we needed to be up and running immediately.”

The switch ensured more strategic and effective collaboration and it was just in time to service one of Tesser’s clients in their expansion into Europe.”

Tesser

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

The Arkadin solution

After traveling to Europe to present initial design concepts, the team collaborated online from their San Francisco office to show design renderings and free-standing store prototypes. "This is a very slick all-in-one solution. Instead of presenting static designs via a conference call, the screen sharing function allows us to look at the elevations and floor plans simultaneously." "The drawing tools enable us to draw and move design features around on the screen as we discuss the plans. This was hard to do on our previous service which had more appeal to techies, but not for a design team used to an intuitive Apple-type experience. Now I can instantly click to something and present the big picture, along with the big thinking. It seems very simple, but it's important."

"Adobe Connect makes our meetings much more efficient and productive. We can shave minutes off every meeting to speed up decision making. And we have theater and magic in presenting our designs!"

In addition to real-time screen-sharing of designs, Tesser benefits from the hybrid audio feature which allows attendees to choose whether to connect via internet or phone to the same meetings. And the high quality video conferencing for face-to-face interaction is especially important for 'meet and greet' sessions with new clients in distant locations where travel is impractical.

Another valuable feature is the customized meeting room for storing client/agency collaterals. Meeting rooms can be designed with their own interface and feature permanent URLs to facilitate recurring conferences. Breakout rooms provide forums for client/agency discussions.

"We have separate meeting rooms for each of our clients which allow us to easily store reference materials in a completely safe and confidential environment. We don't have to send files to clients anymore. They can simply retrieve the information from the siloed meeting rooms without any disruption. It establishes an environment of mutual trust and respect. Our clients love this feature!"

With a roster of world-famous, multi-year clients who need brand positioning – whether for store interiors, packaging or complete branding make-overs – Adobe Connect Powered by Arkadin gives Tesser the confidence it can collaborate effectively from any location to achieve their goals.