



an
NTT Communications
Company

[Customer story]

Customer

Tribold LTD

Region	UK
Employees	50 worldwide
Industry	Information Technology



Key benefits

- Hybrid Audio Conferencing - attendees can meet using Lync VoIP or local access phone numbers
- Lync VoIP to PSTN calls - Calls from the Lync softphone
- Comprehensive list of local access numbers to facilitate international audio conferences

Specialist IT company uses Arkadin to facilitate international communications

Overview

As the world's leading provider of Enterprise Product Management software specifically developed for Communication Service Providers (CSPs), Tribold has a truly global customer base. The company has customers in over 15 countries including New Zealand, Canada, Belgium, Italy, India and the US.

With 50 employees world-wide, many of whom are working at customer sites, remote collaboration and mobile communications are essential for keeping projects on track and pitching for new business.

Tribold LTD



Arkadin collaboration solutions

- Microsoft® Lync
- Powered by Arkadin®
- Arkadin®Anytime™
- Arkadin® Professional services

Challenges

Following the evolution of Microsoft's Communicator and Live Meeting services, Tribold moved to Microsoft's latest online communications solution - Lync - which is specially designed to consolidate a host of remote collaboration tools.

Tribold was also looking to reduce telephony costs incurred through their use of mobile phones, particularly for international calls. In the longer term, they were also looking to remove the requirement for desk phones. If this was to happen, an alternative would need to be implemented for employees, especially whilst on-site with a customer, travelling or working from home.

Tribold initially opted for a Hosted Lync solution which was sufficient in many ways, but the audio functionality failed to deliver on three key requirements - hybrid audio conferencing, local access numbers for international conferences and the capability to make one-to-one phone calls from Lync to PSTN.

The Arkadin solution

Tribold had been using ArkadinAnytime audio conferencing since 2009. In 2012, Catherine Ball, IT Manager at Tribold became aware that Arkadin had been developing a unique Microsoft Lync solution that combined the Lync interface with Arkadin's cutting edge audio platform. As their previous Lync supplier was unable to deliver the required service, Tribold decided to turn to Arkadin to supply a new, revamped Lync solution:

"Our previous relationship with Arkadin had been good. They were also one of the only companies that were able to provide Lync with the very specific audio functionality that we were looking for. The local contact and the ability to get help at any time were other major factors in the selection of Arkadin."

Arkadin provides Microsoft Lync as a privately hosted Unified Communications (UC) solution, which acts as a powerful single access point to all communication and collaboration applications including IM, Presence, VoIP audio calling, video conferencing and desktop sharing. Delivered via Arkadin's own Private Cloud, it allowed a smooth technology transition for all Tribold staff, as described by Catherine:

"The rollout of the solution was very good - we were very happy with it. The Arkadin audio was fully integrated into Lync so we were given new login details and our teams just got on with it. It's a really intuitive tool, plus we're a technology company, so our staff didn't really need to be shown how to use it."

The Arkadin hosted Lync solution offers the hybrid audio service that was an essential requirement for Tribold. Developed by Arkadin, the service integrates the Arkadin audio platform directly into the VoIP element of Lync. Users are able to join a conference call via IP through Lync or through PSTN telephony via an Arkadin bridge.

The Arkadin service also enabled Tribold to host telephony through Lync. Arkadin's Lync Platform offers the capability to breakout to PSTN and mobile networks through the hosted IPBX. With this facility, Tribold staff can dial out via the soft phone on Lync or through integration with mobiles or desk phones. They are able to use the service to call a single contact on a PSTN line from their Lync interface.



"Our previous experience of Arkadin had been good. They were also one of the only companies that were able to provide Lync with the very specific audio functionality we were looking for"

Catherine Ball,
Tribold
IT Manager

Tribold LTD

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 32 countries has dedicated local-language support teams to service its 37,000 customers.

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

High level of satisfaction

Microsoft Lync powered by Arkadin was rolled out to all Tribold UK employees. Company mobile phones have now been phased out, with employees making calls using Lync from their PC equipped with a headset from the office, home or customer sites.

"Everyone uses Lync all the time for inter-departmental meetings or IT support. It's used for ad-hoc meetings and sharing desktops. On the Sales and Consultancy side, they generally use it for much bigger meetings with external parties."

Tribold also found enormous value in the provision of local access numbers for over seventy countries - something that is standard for the Arkadin audio conferencing service.

"The real benefits of hybrid audio have been seen by our Sales and Project Teams," comments Catherine. "A lot of people we deal with can't dial an international number, so that functionality has really helped. It's these teams who spend the majority of their time travelling or on customer sites, so being able to use their Lync Clients and have their own number has been helpful. Now we can arrange our calls quickly through Lync, our teams can start and join their meetings via Lync and the local phone numbers enable us to get all of the people we want to meet with onto the calls."

Catherine concludes: "The support provided by Arkadin has been brilliant, and the reassurance that they have a very impressive infrastructure in place invaluable."