



an  
NTT Communications  
Company

[Customer story]

Customer

## ENTRUST Technology Consulting Services

Region United States

Employees 30

Vertical IT services



### Key benefits

- **Increased productivity:** Enterprise-class voice and collaboration enables a quick response with instant access to project stakeholders, contacts, company resources and customers, from any device, anywhere.
- **Workforce empowerment:** Workers can operate from anywhere at any time across the world.
- **Strategic business alignment:** Dealing with one cloud-based vendor allows organizations to focus on running their business, not their IT or technology infrastructure.
- **Call Center automation:** Seamlessly integrated with the Lync platform, it provides a simple call-center application that is as robust as other more costly traditional hardware/software solutions.

## Arkadin Total Connect for Office 365 and Clarity Connect empower IT services firm

### Overview and challenges

Texas-based IT Services firm ENTRUST offers its clients expert care for their IT assets. Services include network infrastructure, design, installation and problem diagnoses and resolution. High quality collaboration technology is essential for troubleshooting issues. In 2004, ENTRUST purchased a LAN-based HP phone system with synergies to their computer network. When the system was no longer operational, ENTRUST principal and founder Mitch Sowards decided the time was right to move to a UC solution that would have all collaboration features and mobility in one product. Microsoft Lync was the solution of choice based on Microsoft's reputation as the leader in UC.

The first solution Sowards considered consisted of Lync appliances and vertical servers in a box complete with all UC features and benefits. When he learned that ENTRUST would be responsible to build and maintain it, or have the provider charge for it, he decided to find a hosted solution. There was no cost advantage for the on-premise solution, and since his tech staff was not familiar with Lync, it would be a big maintenance hassle. Furthermore, if the system were to go down, his staff would not be able to serve his clients.

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### Arkadin solutions

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- Arkadin Total Connect for Office 365
- Clarity Connect



**ENTRUST**<sup>TM</sup>  
TECHNOLOGY CONSULTING SERVICES

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“Everyone has been on board for this from the beginning. It started as a business continuity exercise, so we could keep our customer systems up all the time. Now we have an empowering technology that allows us to work from anywhere. We’re no longer dependent on any single physical location.”

Mitchell R. Sowards,  
President, ENTRUST

### The Arkadin solution

A key requirement in a hosting partner was call center integration with Lync. After a disappointing pilot with another solution, he discovered Clarity, a 100% web-browser-based call-center solution that is tightly integrated with Lync. Clarity recommended Arkadin as the hosting provider. Arkadin had just formed a partnership with Clarity to provide a hosted contact-center version of Clarity Connect, the premier Lync-native contact-center solution. As an industry leader in hosting Microsoft Lync, Arkadin was now able to provide a full suite of contact center functionality to companies that either utilized its hosted Lync voice offering, or deployed Lync on premise or, in the case of ENTRUST, had deployed Lync as part of Office 365.

For ENTRUST, the hosted Lync contact center represented a compelling solution for leveraging the power of the Lync platform without the internal management or overhead required from an on-premise solution.

“With the way Microsoft offers Office 365, you need to buy a service plan for all components, including Lync, but if you need to integrate the full UC functionality, you need either an on-premise-based solution or a hosting provider from a 3rd party. It all comes from Microsoft, but they can’t supply the voice communications and they can’t supply Clarity. That is what we get from Arkadin. It’s a complicated process, but it works.”

After a 12-month trial with Arkadin Total Connect for Office 365, ENTRUST was comfortable with the solution and made the decision to take it on. The timing was propitious as they were moving to a new location, affording an ideal time for the transition.

Since ENTRUST was Arkadin’s first customer for Clarity Connect, Sowards went in with open eyes. To protect from any outages, the tech team continued to use the legacy phone system as extra insurance.

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## About Arkadin

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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](http://www.arkadin.com)

## Business value

Arkadin Total Connect for Office 365 integrated with Clarity Connect has empowered the ENTRUST workforce to operate from wherever they are and it has transformed the way they think about their business.

### Workforce empowerment

"Arkadin Total Connect for Office 365 enables our workforce to operate from anywhere they are. Working at home is no different than working from our office."

### All-in-one seamless experience

With Arkadin Total Connect for Office 365, employees have access to all their necessary communications tools from email, to Instant Messaging, to Voice, to Conferencing. Subscriptions to web conferencing services such as GoToMeeting.com are no longer necessary.

"We no longer need subscriptions to web conferencing services. This is all built in. Everyone gets conferencing, IM, etc."

### Enhanced customer service and expanded footprint

ENTRUST is now able to better service its customer base and expand its footprint. A large customer with offices in 20 locations around the state was becoming increasingly difficult to support from their San Antonio office. With Arkadin Total Connect for Office 365, it's no longer an issue.

"Now I just need one person to be the right arm of eastern Texas. We got him the technology and he's in place and just in time. Before this the customer's Houston locations would need to do business with another company or I'd have to hire someone nearby. Now I have options for increasing our footprint."