

Arkadin Case Study

Arkadin delivers cost-effective, remote collaboration solutions for Bemis Manufacturing's global teams



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– Bruce Hagen, Bemis Manufacturing”



Customer

Bemis Manufacturing

Region

Global

Headquarters

United States

Employees

1,500

Arkadin Products



ArkadinAnytime™



ArkadinAnywhere™

Key Benefits

- Cost-effective and competitive service offering
- Flexibility of on-demand audio and web conferencing
- Easy to use virtual meeting environment for employees, customers and partners
- Individual PINs reduce administration time and charges
- Seamless integration between audio and web channels
- Local and international toll-free access
- Reliable, local language assistance and support for new and existing users
- Helps to reduce cost and environmental impact of global employee travel

Overview

Bemis Manufacturing is a leader in toilet seat manufacturing and injection molding with operations primarily across North and South America, but with a growing business in Europe and Asia. Over the last century, the company has become an innovative and diverse manufacturer providing healthcare products, components and addressing other plastic manufacturing needs in multiple markets worldwide.

Bemis selected Arkadin Anytime and Arkadin Anywhere in February 2010 to provide an on-demand audio and web conferencing service that could support the organization's communications internally for its 1,500 employees and externally for its growing customer and supplier base.

Bruce Hagen, Vice President Corporate Information Systems at Bemis Manufacturing says: “Arkadin provides Bemis with a painless, easy to use and cost-effective way to work more effectively as a business and with our customers. With Arkadin, we have a reliable and flexible virtual meeting environment in which we can bring together parties in a very instant fashion.”

Why Arkadin?

Bemis had traditionally run separate audio and web channels but was impressed with the on-demand availability and comprehensive integration of the audio and web product set that Arkadin offered. Bemis could take advantage not only of an audio conferencing services as required, but this flexibility extended to the web conferencing solution, something the company had not found with competitive solutions.

Bruce Hagen explains: “We quickly realized that Arkadin offered us a better way to communicate as a business. The provision of PIN numbers meant that we could roll-out the service to a growing number of employees around the world, without the need for special moderators or licenses that are typical of many other providers. It offered us the best solution for our domestic and international conferencing needs.”



Promoting collaboration

Given the growing geographical presence of Bemis' global operations, the ability to communicate reliably and securely is paramount. Arkadin solutions provide a valuable channel to communicate regarding many activities such as budget planning, training sessions and collaborating on project development. The virtual meeting environment also simplifies the process of working with customers and suppliers all over the world.

"Although little can beat an in-person meeting, it is not always viable or appropriate to do so," says Bruce Hagen. "Aside from the expense and time it takes to travel, Bemis is aware of the environmental impact associated with face-to-face meetings. However, due the reliable and flexible nature of Arkadin, we can encourage employees to use the conferencing tools whenever possible to progress projects, sales cycles or for preliminary or follow-up virtual meetings."

Arkadin Anytime's local and international toll-free access ensures that Bemis employees, customers and prospects are not faced with paying vast fees to communicate on a daily basis. The cost-effective service means that Bemis can confidently promote remote collaboration using Arkadin without having to worry about excessive billing charges at the end of the month.

Other key benefits Bemis has realized include the seamless integration with Outlook and other mobile applications which enables users to coordinate calendar invites with emails and ensure that access codes and dial-in information is available at any time.

On-going Arkadin support

Arkadin has continued to impress Bemis with its on-going support for new and existing users. Arkadin manages the day-to-day running of the service, provides user-training and offers a point of contact for all users.

Bruce Hagen continues: "The Arkadin service has been a key measure of success. If an employee requests to use the conferencing service for the first time, all I have to do is pass their details on to our Arkadin account manager. From this point onwards, Arkadin engages with and supports the relationship with that user ensuring that they have the necessary orientation and training. The process is transparent and easy."

The level of professionalism and service offered not only by the account manager but also the local-language operators who can assist in real-time if participants have any issues, has resulted in users reacting very positively to the Arkadin offering.

"The service is characterized by attention to detail, not about call volumes and hidden charges. The Arkadin team really engages with users, taking care of their needs and responding to their questions. This makes the relationship between our two organizations painless. For Bemis, it is about ease of use and cost-effectiveness and we feel that Arkadin delivers on this promise," concludes Bruce Hagen.

About Arkadin

Arkadin is a global provider of high-quality conferencing services, specializing in audio and web conferencing. Arkadin has been in existence since 2001, and with a focused entrepreneurial spirit, has achieved remarkable growth and success in a heavily commoditized market. Arkadin provides business to business services.



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