



# Four Great Reasons to Choose Webex

## The more intuitive way to work

Your employees, customers, and partners need the ability to connect and collaborate, at any time, from any location—across time zones or simply across the conference table.

And those workplaces are expanding faster than ever, powered by mobile and cloud usage that makes virtual meetings essential. With scalable and secure voice, video, and content sharing, real-time collaboration can happen anywhere. Staying connected can lead to improved productivity and faster decision-making, as well as better customer service. But only if the technology offers a seamless experience and is intuitive enough to drive user adoption.

**While the need for better meetings is universal, not all meetings services are the same.**

Choosing the wrong tool could actually decrease productivity by wasting valuable meeting time troubleshooting the technology, or by providing a negative experience that will deter users from embracing it. This is especially true in situations where poor meeting quality could impact company perceptions and image.

Cisco Webex | Provided by **arkadin**

**makes working together  
what it should be - intuitive.**

**Teams can work faster,  
smarter, and more effectively  
than ever, while providing  
the peace of mind that  
solution administrators want.**

# Not all conference solutions are created equal, and neither are the vendors which provide them.

1

## There's only one Webex, and it's better from Arkadin

Cisco is a long-time leader in business communication technology, including web conferencing, video conferencing, customer care, team collaboration and unified communications. Webex delivers:

- 27+ million meetings hosted a month
- 5+ billion global meeting minutes a month
- 113+ million meeting attendees a month

As a Certified Webex Solution Provider, Arkadin delivers Cisco's intuitive technology and award-winning best-in-class collaboration services across the globe. As an NTT Communications company, we provide a cutting-edge global infrastructure for premium service and unrivaled customer support administered locally through 56 operations centers in 33 countries. After integrating Arkadin's audio conferencing services into Webex, our customers enjoy crystal clear audio, better service and enhanced reporting functionality.

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## Intuitive meetings are more productive—and more utilized

Complicated or unreliable technology wastes valuable meeting time while participants troubleshoot problems. Not only does this affect productivity, it also becomes a barrier for solution adoption. Just one bad experience is enough to prevent people from using it again.

Cisco Webex provided by Arkadin brings together audio, video, and content sharing to deliver exceptional experiences that make meetings easy—even for first-time users. Webex delivers the right features and seamless user experience across devices so teams can get right down to business without technology speed bumps.

**Webex combines a solid conferencing foundation with innovative features to provide exceptional experiences in the office, at home, and on the road.**

**Easy to join meetings:** Join from your desktop, browser, video, or video or mobile device—no downloads or plug-ins required. You can also join from a variety of different applications, including Google Calendar. Easier-to-join experiences mean that meetings get started on time.

**Fewer distractions during meetings:** Powerful background noise detection technology automatically detects common sounds and then prompts the meeting participant to mute his or her line. No more dogs barking, doorbells ringing, or loud keyboard typing!

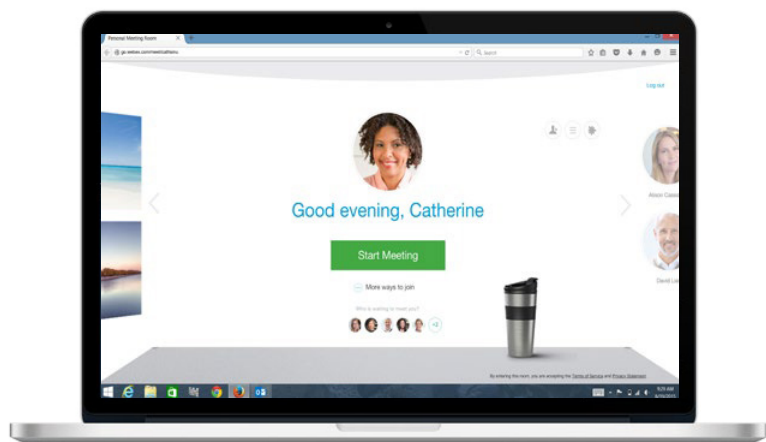
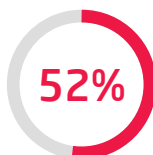
**Exceptional mobile experiences:** Join from any device, even your Apple Watch or Android wearable device. You can easily view and share content and participate in 720p two-way video. Plus, mobile scheduling is easy!

**Personalized meetings:** With a virtual personal meeting room for each user, complete with customizable address, you can meet instantly, schedule ahead, or leave your room open for drop-ins. Or lock the room to keep meetings confidential, preview who is in your virtual lobby, and easily admit them when you're ready. You can even customize your room and lobby through an avatar, pictures, and a desk.



of Fortune 500 Companies use video-enabled Cisco collaboration solutions

Market Share - More companies use Webex than all other solutions combined



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### Video quality makes an impression, good or bad

The way your business presents itself—in person, over the phone, online, or via video conference—conveys a lot about who you are. A poor experience can impact customer satisfaction and loyalty, as well as your perception in the marketplace.

Solution quality and reliability are quickly becoming business critical, and every video-conferencing experience needs a strong infrastructure. Cisco offers a global architecture, and Arkadin provides global and local support. Some providers only support a specific country or region, which affects the video and meeting quality for remote team members. Others only support certain video devices, restricting who can join or how they can participate.

Cisco Webex offers industry-leading, high-definition, reliable video with:

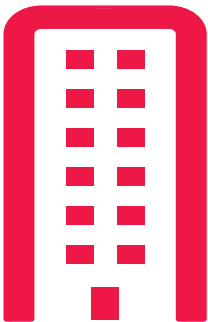
**Highest-quality video experience:** Get seamless, crisp video experiences for 1,000+ concurrent participants.

**Global meeting network:** Webex has a global architecture and network, purpose-built for meetings, to ensure speed and performance. With data centers located throughout the world, team members join using the Webex data center closest to them. The benefit? High-quality video meetings without delays—no matter where participants are located.

**Audio and Video conferencing included:** Webex video conferencing and Arkadin Audio conferencing is included with Cisco Webex from Arkadin. These enhancements provide an exceptional meeting experience.

**Easy integration and usage:** Webex plays nice with others. Everyone is welcome to join from a browser or their own mobile or video device, at no extra cost. This includes award-winning desk and video room devices, and even Microsoft Skype for Business.

**Dynamic features:** Cisco Webex from Arkadin simplifies the experience for every participant. Capabilities such as speaker tracking and auto-framing provide intelligent zoom-in and frame the speaker to provide exceptional quality in video meetings—as if you were all in the same room.



75% of high-growth businesses are using video-enabled collaboration solutions.

Video-Enabled Collaboration and Business Growth: The Winning Combination, Techaisle, Jan. 2017.

## Introducing Cisco Webex Teams from Arkadin - the next great step in intuitive team collaboration

As part of a comprehensive cloud collaboration services platform, Cisco Webex Teams provides a complete set of tools that enable you to connect anytime, anywhere, and on any device. Webex Teams enhances the benefits of Webex Meetings so you can keep the conversation going before, during and after the meeting - to stay engaged and continue to innovate.

- Meet
- Message
- Call
- Whiteboard
- Share content
- Innovate





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## Arkadin offers multiple, flexible Cisco options that scale and expand as your needs evolve

If you're like most organizations, you've probably felt the frustration of managing multiple vendors for various conferencing needs. Arkadin integrates Webex and conferencing services with your existing tools and devices to accommodate all meeting types and sizes, including:

**Meetings for up to 1,000+ attendees:** Cisco Webex Meetings lets you host meetings with anyone, on any device, with integrated audio, video, and content sharing. At no additional charge, you can use Cisco Webex Teams as a secure virtual space to create, share, and get work done all in one easy-to-use app.

**Online events for as many as 3,000+ attendees:** Cisco Webex Events helps you plan and host events with customers, partners, or employees. Engage and poll the audience, follow up, and measure event success so you can more effectively host future meetings, or better market products and services to a broader audience.

**Training sessions with breakouts:** Cisco Webex Training Center broadens the reach and effectiveness of your corporate and online education. Easily deliver live instruction to anyone, anywhere, in an interactive learning environment that lets you better manage audience participation and extend your e-learning programs without adding staff or budget.

**Real-time remote support for staff and customers:** Cisco Webex Support Center enables support representatives to address questions, perform fast fixes, access remote computers, upgrade software, and provide service to internal and external clients anytime.

**Product integration:** Integrating systems with Webex Hybrid Services is easy. Combine Webex with an existing on-premise video and calling estate, to make more of your existing investment and obtain a simpler end user experience. The best part? With new licensing plans, you'll likely reduce the operating costs associated with this environment.

Cisco Webex provided by Arkadin is so much more than a meeting solution - it's an end-to-end collaboration hub provided by a partner that gets you more. More functionality. More flexibility. More options. More value. With Arkadin, you will always have the latest functionality at a great, fixed price. We guarantee it.

Arkadin is your trusted lifecycle partner who will keep you up-to-date as collaboration capabilities change, and there's no better time to get started. Don't wait - contact us today to learn how Cisco Webex provided by Arkadin can transform your communications.

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