



an
NTT Communications
Company

[Customer story]

Customer OnMobile

Region	India/Global
Employees	2,000 (approx)
Vertical	Mobile Content Enablement Solutions for Telcos



Leading global mobile VAS Solutions Company leverages Arkadin to enhance collaboration and improve ease of information sharing to increase productivity across the globe.



Key benefits

- Seamless collaboration
- Significant cost saving
- Increase in productivity

Overview

OnMobile Global Ltd is one of the world's leading enabler of value added services (VAS) solutions for telcos across the world. The Bangalore, India headquartered company, listed on National Stock Exchange, India, provides solutions to mobile network operators in the mobile content and personalization area.

Mobile VAS markets in most geography are dominated by local players with limited understanding of the mobile value chain. OnMobile, on the other hand, is a global player, with strong presence in all major markets of the world, namely, North America, Latin America, Europe & Middle East, APAC and Australia. This global presence offers two distinct advantages: in-depth industry experience and access to subject matter experts in all these geographies. OnMobile requires effective collaboration among these teams spread across diverse geographies to build solutions that are more robust, user-centric and flexible.

OnMobile



Arkadin collaboration solutions

- Arkadin® Anytime™

A company having a strong global presence in a market segment that is dominated by mostly local players has to draw its competitive advantage from that presence. One way of doing that is to enable the specialists to effectively collaborate with each other as part of virtual teams spread across geographies.

Says Manu Sharma, Director-IT, OnMobile

“We live in an era where knowledge workers tend to specialize. With organizations going global and geographical boundaries shrinking, there is a need to get things done in complex organizations which requires collaboration amongst variety of departments across geographies. It is imperative to empower employees with tools to connect with ease, reliability and efficiency. Arkadin helped us achieve these goals.”

A highly collaborative team is characterized by its willingness and ability to engage with each other informally anytime and anywhere. This means certain degree of flexibility in planning meetings, almost on the go.

The challenge was to have a robust conferencing solution and a dependable service provider.

“The objective was to drive effective means of collaboration: to cut costs; increase efficiency; seamlessly connect across multiple locations without technological issues.” Says Manu.

Because of the importance of collaboration to the business, it was not compelling enough to decide on an audio conferencing solution purely based on features. OnMobile wanted a solution with proven credibility when it comes to providing global support.



“Our initial challenge with our previous vendor was the lack of coverage in certain geographies; we also had some quality issues in LATAM, and some parts of Africa and that’s where Arkadin’s premium quality and support differentiate against its competitor.”

Manu Sharma,
Director-IT,
OnMobile

The Arkadin solution

Arkadin® Anytime™ audio conferencing fits the requirement perfectly as it is a reservation-less service, available anytime anywhere and backed by premium customer support from any location in the world.

This was a definite gap with many other providers.

We finalised our deployment decision in favour of Arkadin after various assessment parameters, majorly focusing on Quality, Coverage & Commercials. Premium customer support and user experience were the key differentiators in this stringent selection process.

OnMobile

About Arkadin

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 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 53 operating centers in 32 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

Business value

Using a seamless, hassle-free communication platform like Arkadin® Anytime™, resulted in three distinct business values for OnMobile.

- Like any other organizations, it had a huge efficiency gain because of the reliable communication system - the gain is in form of effective collaboration between geographies resulting in enhanced efficiency. This has been quite noticeable and significant; according to Mr Sharma.
- OnMobile thrives on its capability to build superior products because of its global collaborative model and a reliable and easy to use conferencing platform is important to support its business. Arkadin's 24 x 7 global customer support gives OnMobile a peace of mind and assurance of its service quality.
- OnMobile places a lot of importance to environment-friendly practices. The installation of the system resulted in significant reduction in carbon footprint.