



an
NTT Communications
Company

[Customer story]

Customer

United Spirits Ltd,
Diageo Group
Company

Region India/Global

Employees 3,500 plus

Vertical Liquor (Consumer
non-durable)



Leading global liquor player with large distributed team across entire India uses ArkadinVideo and AdobeConnect to enhance team productivity and increase business agility across the organization



Key benefits

- A catalyst for a positive change in collaborative culture
- Enhanced productivity
- Increased organizational efficiency
- Reduced carbon footprint

Overview

United Spirits Limited (USL), a Diageo group company, is one of the leading global liquor players with a portfolio of more than 140 brands, across all flavors-Scotch, Whisky, Brandy, Rum, Vodka, Gin and Wine. Several of these are global iconic brands.

It has a sizeable presence in India with distilleries and sales offices all across the country, with a committed team of over 7,500 people. USL has established manufacturing and bottling plants in every state in India. USL's robust distribution network covers the entire country to deliver its products to customers located anywhere in India.

The company has established a strong presence in African and Far Eastern Markets, under its Emerging Markets initiatives.

United Spirits



Arkadin collaboration solutions

- Arkadin® Video
- AdobeConnect

UNITED SPIRITS

A DIAGEO Group Company

“ArkadinVideo has been a major factor in connecting our locations across India as a solid, user friendly and reliable HD Video conferencing platform.”

Sanjeev Kumar
Senior General Manager IT



Challenges

Like any smart business organization, United Spirits was looking at unleashing the value that collaboration brings in. What made the task challenging, however, is its hyper-distributed workforce in India, with employees spread in smaller towns and cities as well.

“Since teams are increasingly distributed, and regular in-person meetings are just not possible, we needed web conferencing to enable multiple people to get together and talk, discuss issues, and even work together remotely,” says Sanjeev Kumar, Sr. General Manager, IT at USL.

“Our ultimate focus was to cultivate importance of collaboration for overall productivity and to enhance teamwork internally,” Sanjeev elaborates.

USL was not new to collaboration tools They were using Skype and Yammer for day-to-day conferences, but there was a definite need to move to a more professional and reliable conferencing platform, to make the experience seamless.

Also, deploying a solution is one thing; making the users actually “use” it is another. Explains Sanjeev.

“Behavior change does not come overnight, especially for countries like India; there are various initiatives required to drive any kind of user adoption in any organization,” he says.

There was an acute need for a solution that would be extremely user friendly and thus encourage people to start using it from day one. This was the basic requirement for ushering in a positive behavioral change and a collaborative culture.

The Arkadin solution

Sanjeev was proactive in his lookout for the right solution. He was proactive in reaching out too.

“It was in early 2014 that I was surfing the Net and reached homepage of Arkadin India where I shared my interest and sent a request for Arkadin sales team to revert. In no time, I received a call from one of the Sales Rep, whom I met on a later day and things just picked-up from there.”

So, what made Sanjeev choose Arkadin?

“We were then using Skype and Yammer, to collaborate internally, though that was not a professional platform, hence for us there was a need to switch over to a platform that would offer all-in-one feature with audio, web and video collaboration. Adobe Connect offered that,” he says very matter-of-factly.

United Spirits

About Arkadin

Arkadin is one of the largest and fastest growing Collaboration Service Providers in the world. Our collection of market-leading audio/web/video conferencing and Unified Communications solutions enables enjoyable collaboration experiences that are essential to success in a digitally connected global workplace. As an NTT Communications company, our services are delivered in the cloud and backed by a cutting-edge infrastructure for premium service quality. Over 37,000 customers spanning the largest global enterprises to small businesses are supported locally in 19 languages through our network of 56 operations centers in 33 countries.

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

For connecting the company's locations across India, Sanjeev chose ArkadinVideo.

"ArkadinVideo has been a major factor in connecting our locations across India as a solid, user friendly and reliable HD Video conferencing platform," he confides.

The journey began much earlier; it culminated with choosing Arkadin. "Investment budget and other formalities were in place. The only missing piece was a CSP and Arkadin was our first choice," says Sanjeev summing up.

Business value

Like in any large distributed organization, the expectation from an investment in a collaborative tool was enhanced productivity & efficiency as well as a cut in travel cost.

But USL was looking for more. The company was convinced that a sustainable change in organizational productivity can happen only when you empower users. Enablement of users, hence, was an explicit aim of the organization, when embarking on the collaboration journey. So, unlike in most companies, the decision to go for a collaboration platform was not an after-thought, induced by a vendor demonstrating some smart ROI calculations. It was a conscious, deliberate step to create long term value through a coherent internal communication strategy.

"We realized the value of service when AdobeConnect became popular within our internal system; we could record and upload the training videos on intranet and the behavior change was clearly visible," says Sanjeev.

The company realized that the overall business agility went up as a result of adopting Adobe web platform and ArkadinVideo collaboration tools.

In short, the business values were multiple, such as the following.

- Cut in travel cost and enhanced productivity, that are easier to measure
- Strategic gains such as increase in agility
- Long-term improvement through better team work and collaboration

In that sense, it is a definite step in the journey towards digitally transforming itself-- powered by Arkadin.