



# At a Glance

As a global affiliate marketing network, collaboration is essential for Awin and was targeted as a key area for improvement following the end-of-life announcement for Skype for Business. Throughout their 10+ year partnership with Cisilion, Awin's collaboration solution has evolved from Lync, to Skype for Business on-premise, to Skype for Business Online. With the existing solution approaching its end of life, and after extensive investment in Microsoft 365, Awin turned to Cisilion to help them realise and enable their future collaboration strategy, which centred around Microsoft Teams.



COLLABORATION



PRODUCTIVITY



COST SAVINGS



## Who is Awin?

Awin is a leading global affiliate marketing network, connecting users in **over 100 countries** across the world.

They build web-based applications that their clients use to manage the affiliate programme, dealing with **over 15,000 advertisers** and **200,000 publishers**.

“Cisilion is clearly an extension of the internal IT team at Awin. They paint a picture of what's possible and take them on the journey to make it a reality.”

Nicolás Charritton, Senior Microsoft Product Manager, Microsoft

“Cisilion has been with Awin since the start of our journey and are treated as an extension of our IT team. As our trusted technology partner, we look forward to working with them on up and coming projects.”

Alex Taylor, Group IT Director, Awin





# Challenges




# Solution

# Benefit

[Watch the video](#)

- 1 **Skype for Business Online solution approaching end-of-life.**
- 2 **Multi-vendor environment created a disjointed collaboration user experience.**
- 3 **The need to connect and collaborate seamlessly across global workforce.**
- 4 **Required a robust, secure, & streamlined platform to truly unify communication and knowledge share easily.**

-  **As Awin's strategic partner, Cisilion utilised our Microsoft Gold Partner status with Gold Communications competencies in order to deploy Microsoft Teams globally.**
-  **Combined with Cisilion's User Adoption strategy, the reliable and scalable solution enables Awin to fully embrace nextgeneration collaboration, delivering live instant chat, conferencing and live document sharing.**

-  **Significant Financial & Administrative Savings**  
Achieved by reducing the need to run hardware across global data centres.
-  **1 Platform**  
For all collaboration needs.
-  **Achieved Operational Efficiencies**  
Through using Microsoft Teams to automate business processes.



# CISILION

## About Cisilion

Our customer led approach means we work with firms globally to successfully implement collaboration experiences that inspire employees and help retain and attract top talent.

Our award winning projects are complemented by our long standing and strategic relationships with some of the world's leading technology partners including Gold Partnerships with Cisco and Microsoft.

As 1 of only 2 UK partners who hold both Cisco and Microsoft advanced collaboration accreditations, you can trust that we have complete expertise to deliver. From intelligent spaces, secure network, managed meeting rooms, and employee devices – you can rely on us.

[Book a collaboration workshop](#)

