

# Case Study



## Plantronics supports Aspect's UC European roll-out

### Company Profile

Aspect  
www.aspect.com

### Headquarters

Massachusetts, USA with 20 sites worldwide

### Industry

IT and Telecommunications

### Services

Global Unified Communications and collaboration services and software provider

### Business Challenge

To deliver high quality cordless Unified Communications headset solutions to meet the individual needs of employees

### Plantronics Solution

Voyager™ PRO UC  
CS60

### Background

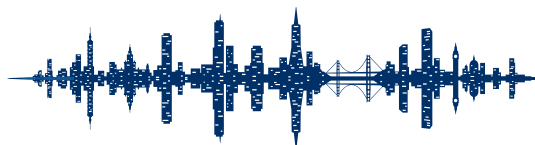
As a global Unified Communications and collaboration services and software provider, Aspect has more than 1,800 employees across 20 sites in more than 50 countries.

Due to mergers and acquisitions over a number of years, Aspect reviewed its legacy technical environment and business interaction model and determined that the company had a fragmented infrastructure. It also identified opportunities to streamline the environment as well as improve both internal and customer-facing processes, by eliminating the siloed infrastructure of different legacy telephony hardware in various offices and regions.

In February 2009, Aspect introduced Microsoft unified communications into its entire estate of global offices. By September 2009, Microsoft® Office Communications Server 2007 R2 (OCS) and Microsoft® Exchange Server 2007 were fully deployed across offices in London, Frankfurt, Düsseldorf, Madrid, Rome and Singapore for all voice and voicemail services, audio and web conferencing, instant messaging (IM) and presence.

### Benefits

- Audio solutions certified and optimised for Microsoft® Office Communicator
- Headsets and speakerphones delivered to each employee to suit individual needs
- Full wideband audio and USB-enhanced digital sound, delivering crystal-clear conversations and drastically reducing errors and repetition
- Noise-canceling microphones eliminating background noise with fingertip volume and mute control
- \$1 million in savings on annual conferencing costs
- Elimination of multiple PBXs, resulting in annual support savings of \$300,000
- Savings of over \$250,000 annually in telecommunication charges as a result of deploying SIP trunking





Plantronics CS60 Headset



Voyager™ PRO UC headset



### Plantronics - The Voice of Unified Communications™

Plantronics offers one of the industry's most complete families of corded and wireless products for unified communications. Widely recognised for their sound quality, reliability and comfort, Plantronics' audio solutions help companies extend the benefits of IP communications throughout the extended enterprise, fostering better business communication and efficiency regardless of where professionals are working.

To view our full range or to trial our products please call us on 01793 842 426 or visit our website [www.plantronics.com](http://www.plantronics.com)

To read more on how we've helped others, please visit [www.plantronicscasestudies.com](http://www.plantronicscasestudies.com)

Since this deployment began more than 1,100,000 IM sessions have taken place, along with:

- 38,000 conference calls (and 70,000 if adding web, IM, application sharing, etc.), with participant minutes exceeding eight million (for just pure voice conference calls)
- 6,140 web conferences, with 882,000 participant minutes logged
- 886,000 voice conversations, totalling more than 5,800,000 minutes of talk time

### European UC Roll-Out

Aspect's European headquarters in Stockley Park, London, is the hub for the company's OCS network activity for all other European locations, including Germany and Italy.

In March 2009, Aspect's Stockley Park office retired its PBX and eliminated all desk phones and internal telephony networks. This move to a converged network for voice and data means that all employees now make person-to-person and conference calls through a PC/ laptop (which communicates with the Aspect OCS platform) and a headset. The company invested in more than one hundred cabled headsets for this purpose.

Almost immediately, Aspect recognised the importance of using a quality headset as being vital to the overall unified communications experience. Employees started reporting bad experiences – from poor sound quality, to non-certified devices, to broken headsets and poor noise cancellation. They also complained that being 'tied' to their desktops hindered their mobility.

After researching the market for an alternative headset to meet the individual employees' needs, Aspect selected the Plantronics Unified Communications Range.

Plantronics UC solutions are certified for Microsoft OCS and use an optimised adaptive codec to deliver the best audio quality and usability for Aspect employees in all working environments:

- In the Office - UC headsets are robust, offering the high fidelity voice of corded sets, the flexibility of wireless, and even the ability to switch between different devices seamlessly.
- On the Go - UC headsets are highly portable, provide multi-device support and deliver great audio even in noisy environments.
- Working from Home - UC headsets allow people to stay connected when working from anywhere in their home.

Within its European operation, Aspect has teams and individuals whose needs fit very closely with these profiles. Its Support Centre, for example, has many of the characteristics associated with Plantronics 'Contact Centre' end- user profile; while its sales force has many of the characteristics associated with the 'Mobile' end-user profile. This was a major factor behind Aspect's choice of headset.

In addition, the new Plantronics wireless headsets deliver:

- Superb sound quality with noise-cancelling microphones – enabling Aspect employees to handle long conversations without missing any single detail even if they are standing in a noisy place.
- Comfort and style. Not only are Plantronics wireless headsets lightweight but also sturdy.
- Health benefits from free mobility. Sitting in one position for a long time without any movement doesn't allow blood to flow properly from the upper part of the body to the lower half often resulting in soreness and numbness when standing up after sitting down for a long time. Plantronics wireless headsets also avoid the unnecessary pains of using a traditional telephone handset – such as a sore neck and associated back pain.

**“The user experience of IP telephony is heavily influenced by the type of headset or other device used to make and receive calls. And far too often in the past it has been a poor experience because of the limitations of traditional headsets. Older, poor quality headsets often crackled, were uncomfortable to wear and left users with a negative experience of IP telephony. However, with the latest generation of corded and wireless headsets, that's no longer the case. The benefits Aspect has experienced by switching to Plantronics high quality unified communications headsets have been huge – from enhanced mobility and productivity to crystal clear sound quality. And it's not just a case of 'one size fits all' - there's a range of headsets to choose from to suit the needs of mobile and office-based employees.”**

Mark King, Senior Vice President of Europe and Africa, Aspect

