



BUSINESS

Success Story



Plantronics UC Solutions help create a cost-effective unified communications solution for Wolfson Microelectronics

Wolfson Microelectronics plc
wolfsonmicro.com

Location:
Edinburgh, UK

Industry:
Audio solutions for the consumer electronics market

Headset Users: 300+

Services:
Global leader in the supply of high performance mixed-signal semiconductor devices and audio solutions to the consumer electronics market

Business Challenge:
Delivery of Microsoft Lync certified Headsets and Speakerphones to assist global employees

OVERVIEW

Wolfson Microelectronics is a global leader in the supply of high performance, mixed-signal semiconductor devices and audio solutions to the consumer electronics market. In the home, in the office and on the move, Wolfson's innovative technology can be found at the heart of many of the world's leading digital consumer goods, including premier hi-fi equipment, smartphones, mobile phones, tablet computers, MP3 players, televisions, digital still cameras and gaming. With headquarters in Edinburgh in the UK, Wolfson has over 430 employees working out of 11 locations worldwide. The company's global customer base is supported by Wolfson's sales and engineering teams, with offices across Europe, the US, Australia and Asia.

PLANTRONICS UC SOLUTIONS ADDS VALUE TO A NEW MICROSOFT LYNC UC ENVIRONMENT

As an organisation with a global customer base, Wolfson Microelectronics operates closely into partners worldwide to manufacture, test and deliver their products and solutions; and Wolfson staff traveling globally between home, company offices, and customer and partner locations, as well as communicating between their many international locations, via inter-site phone calls, global conferencing and mobile international roaming, can incur many costs. Due to technological advances in communications, Wolfson wanted to reduce its communication costs by 20%, and a new IS strategy was delivered to create a more remote, flexible, agile and mobile environment to ensure continuity in operations, increase efficiencies and reduce cost.

Wolfson Microelectronics already had Microsoft Office Communicator deployed and chose to add Microsoft Lync to deliver a unified communications environment and an improved conferencing experience.



Plantronics Solution:
Voyager Pro UC, Blackwire Series, Savi Series, Calisto Series



"The introduction of Microsoft Lync has changed the way we work."





Andrew Ralston, Director of Information Services and Security at Wolfson Microelectronics, comments: *"We have rolled out the full Lync UC solution allowing free Lync calls between sites, as well as the benefits of conferencing, presence, IM and Desktop Sharing."*

To add value to this new environment and to ensure Wolfson employees are equipped with the most appropriate headset and speaker phones, Andrew started to look at Lync certified solutions. He adds: *"We used a variety of devices when we first started using Microsoft OCS: our predecessor to Lync. Once we started to use OCS, then Lync beyond internal ad-hoc calls, we looked for Lync certified devices. We looked at Plantronics and Jabra wired devices. We saw a need for wired headsets as the norm, some personal conference devices and a few wireless devices, either for mobility or flexibility. We chose Plantronics Voyager PRO UC, Blackwire, then Savi and eventually the Calisto ranges as these are all Lync certified and offered the call management we wanted and needed for all of our staff, wherever they are located around the world."*

MAINTAINING CALL QUALITY AND DELIVERING A COST-EFFECTIVE SOLUTION

Today, many organisations are adopting UC strategies, integrating real-time communication services such as instant messaging (chat), presence information, voice and video conferencing with non-real-time communication (voicemail, email and SMS). Audio quality can vary across mobile phones, VoIP, analogue voice and as a result of network variables, which can make it particularly difficult to communicate when not using our native language. All Plantronics UC solutions are Microsoft Lync certified and designed to meet and exceed these challenging conditions.

They are fully optimised and maximise audio quality to facilitate better interactions, allowing users to work in an environment most relevant and flexible to their role, maintaining continuity and efficiency.

Andrew concludes: *"The introduction of Microsoft Lync has changed the way we work. We have in-house and contract design teams and operations teams working all over the world. Lync helps them keep up to date and to collaborate easily. The Plantronics UC solution complements this flexibility, reduces cost, improves staff efficiency, and is easy to use with the simple integration with the Windows desktop."*

"We maintain a strong working partnership with Plantronics and they offer excellent advice and support for UC strategies and benefits. Currently, our Plantronics UC solutions are in use in all of our global offices for desk phones and mini-conferences as well as on the road, and the opportunities broaden every day."

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 0800 410014 or visit our website plantronics.com.

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**ANDREW RALSTON,
DIRECTOR OF INFORMATION
SERVICES & SECURITY AT
WOLFSON MICROELECTRONICS**

Benefits

- Enabled cost-effective unified communications
- Call quality and audio functions maintained for employee working environment in home and office; for mobile and while working in customer or partner locations
- Added value to conferencing budget being reduced by 90%, and phone costs by 20%
- Created a smarter and flexible working process
- Employees have easily adopted both the Microsoft Lync and Plantronics UC solutions