

Case Study



Plantronics delivers cost effective UC solutions for Genzyme in the UK

Company Profile

Genzyme Therapeutics UK

Location

Oxford and Cambridge

Industry

Pharmaceuticals

Headset Users

Throughout organisation

Services

Development and delivery of highly effective therapies and medicines to improve the lives of patients suffering from life-threatening diseases

Business Challenge

Relationship building across the organisation coupled with productivity efficiencies and reducing operational cost

Plantronics Solution

Savi™ Office
Blackwire™ 200 Series
SupraPlus®

Overview

Founded in 1981 and one of the world's leading biotechnology companies, Genzyme has introduced breakthrough treatments focused on rare inherited disorders, kidney disease, orthopaedics, cancer, transplant and immune disease, that have provided new hope for patients.

Today, approximately 10,000 Genzyme employees serve patients in nearly 100 countries. Genzyme is now part of the Sanofi-aventis Group and Genzyme Therapeutics Ltd and Genzyme Ltd are the UK arm of the company and recognised in the UK as leaders in the biopharmaceutical markets.

Savi™ Office and Blackwire™ in sync with Genzyme's UC environment

In the UK, Genzyme has traditionally used Plantronics corded solutions with the SupraPlus® headsets predominantly used in reception, administration and sales and marketing. During the spring of 2010 the company embarked on a global initiative to increase employee collaboration online for relationship building across 10,000 employees, as well as improving operating costs, by introducing a unified communications environment.

Benefits

- Call clarity, noise-canceling and 'on demand' usage
- Overall operating costs savings realised at 20 per cent within 1 year with Unified Communications (UC) deployment
- Average of 90 per cent acceptance of Savi™ Office and Blackwire™ in UC environment
- Improved employee collaboration and relationship building
- Ease of use with one-button pairing of headset to base
- One-button call control manages PC or desk phone calls



“...these headsets are ensuring we can deliver the best tools for all users whether they are office-based or working off-site in a mobile capacity.”

James Sharp, Regional IT Manager for Genzyme based in the UK

John Rees, Technical Lead for Lync at Genzyme based in the UK said, “Plantronics assisted in the UC deployment by clearly advising and demonstrating flexibility, acoustic intelligence and presenting the headset solutions with the advantages these would all offer to our business overall and to help us fulfill our brief. For example, to aid new sales teams geographically and accommodate new product lines through online collaboration with web conferencing and ‘on-the-fly’ meetings where needed.”



Plantronics Savi™ Office

Plantronics Savi Office wireless headset system is built to unify voice communications, allowing the user to connect to both desk phone and PC, providing the business critical sound quality necessary and so that users can mix and match calls between PC and desk phone - conveniently combining a desk phone call with a PC call for real-time collaboration - or easily switch from one type of audio to another. Similarly, the corded Blackwire 200 Series is fully optimised for UC environments delivering effective and productive PC voice and audio communications for large and enterprise-wide deployments - ideal for video, webinars, conference calls, live PC presentations with desktop sharing.



Plantronics Blackwire™ 200 Series

Increased productivity, time and cost efficiencies

Measurement and results of the effectiveness of this UC deployment were collected through a survey with the sales teams.

James Sharp, Regional IT Manager for Genzyme based in the UK explains, “An initial survey has provided us with detailed information and important feedback that is helping us measure the results and understand how our teams are gaining benefits in this new environment. As part of 10,000 users globally our UK employees reported an average high score of 90 per cent in favour of the environment based on questions including increased online collaboration with colleagues across departments and operating regions, with productivity efficiencies, and cost savings, for example, web conferencing and the associated reduction in travel costs.

“Our Plantronics Savi and Blackwire headsets are a key factor in these results and important in this whole process as the headsets must complement both our existing telephony and IT infrastructure as well as the ease-of-use and switching between digital headset and PC. We have both our PBX and UC environments to support and these headsets are ensuring we can deliver the best tools for all users whether they are office-based or working off-site in a mobile capacity.”



Plantronics SupraPlus® Headset

“The overall relationship we maintain with Plantronics continues to be both helpful and supportive no matter what we ask and what we need. Nothing is too much trouble – whether it is acoustic testing or working in partnership to establish the most appropriate solutions for each employee, department or environment. This kind of relationship and trust is vital for any organisation with their varying and operational environments and additionally for Genzyme, in helping us improve our overall global footprint.”

John Rees, Technical Lead for Lync for Genzyme based in the UK



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

To read more on how we've helped others, please visit www.plantronicscasestudies.com

