

# Case Study



## Salford City Council

# 'Fit-for-purpose' in Salford's unified comms operations

### Company Profile

Salford City Council  
www.salford.gov.uk

### Headquarters

Salford, UK

### Industry

Public Sector

### Users

250 Voice  
4000 IP

### Services

Providing residents with services and facilities including education, social services, health, land use planning, community services and safety.

### Business Challenge

To encourage agile working in a collaborative environment, adding value to services for residents.

### Plantronics Solution

Voyager® PRO UC, SupraPlus® Wideband US, .Audio™ 1100, MCD M-100

### Background

Around 200 miles north-west of London, the city of Salford forms part of Greater Manchester. Salford covers 37 square miles and its City Council serves over 220,000 residents with public facilities including education, social services, health, sport, leisure, community services, land planning and safety.

### Creating a Unified Communications Operation

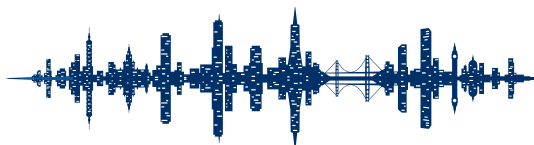
Salford City Council continually works to provide robust and cost effective operations for both the residents they serve and the staff they employ. Most recently, Salford moved into a Unified Communications (UC) environment with Microsoft's® OCS Lync Server and Plantronics solutions designed for UC and certified by Microsoft® OCS.

Pete Wild, Infrastructure & Security Specialist for Customer & Support Services in Salford City Council explains, "The main driving force for the council with UC was the introduction of agile working for our staff and the realisation that presence, collaboration and indeed business working patterns were changing. We chose Microsoft® OCS and now Lync because it enabled us to move forward. The reason for choosing Plantronics solutions was simple and easy with

### Benefits

- Ease of use and flexible working
- Solutions designed for UC and certified for both Microsoft® OCS and Lync Server
- Contributing to a reduction in overhead expenses of 30 percent
- Contributing to a reduction in travel expenses of 20 percent
- Reduction in missed calls and increased productivity
- Meeting requirements for an agile working environment

the range and functionality of their solutions suitable for each staff members' working environment, whether in council offices, during travel, on sites or at home. Currently we have the Voyager® PRO UC and SupraPlus® Wideband USB headsets, .Audio™ 1100 handsets and the MCD M-100 speakerphones."



**“Our Voyager® PRO UC users show lots of praise for its long talk time, hands-free design and ability to pair with the OCS/ Lync and mobile phones at the same time.”**

Pete Wild, Infrastructure & Security Specialist for Customer & Support Services in Salford City Council

## Plantronics solutions Fit-For-Purpose

Pete comments on the Plantronics solutions, “Our Voyager® PRO UC users show lots of praise for its long talk time, hands-free design and ability to pair with the OCS/Lync and mobile phones at the same time. A perfect example is how a user can switch a ‘live’ call from Lync directly to their mobile phone, without the call being dropped. The Voyager® PRO for me show’s how Plantronics are still leading the way with affordable and well designed headsets. It allows our staff not to be tied down to their desk as they are spread across a wide area of council services and the main point of this headset was the freedom of being able to answer their mobile when on the move, or to simply answer calls from their laptop from anywhere. Voyager® PRO UC for Salford simply means freedom and nothing else comes close. The SupraPlus® Wideband USB, which I use one at home, is very comfortable and the sound quality is perfect. It works best with our users that don’t need to put their headset away each night.”

Pete continues, “Currently on the OCS/Lync market, we still really only have two choices of handset which can be used in an agile way. Sure we have lots of the larger desk phones or mini hands-free devices and headsets, but if you ask most of our agile users, they all say how they want something small and friendly that still feels like a phone, and the .Audio™ 1100 fits that request perfectly. The concept is a good one and we have found that it’s much easier to introduce a device which looks like a phone to a new user.”

“We also have five MCD M-100 speakerphones but have plans to have more added and again, for the price and concept, we find it very unique within the market. We normally pair up this device with a HD camera and expect meetings to take place with no more than five to six attendees, so the MCD M-100 has enabled us to rethink how meetings are run. We’ve also tested, very successfully, the ability to have a small notebook wirelessly connected to the network running Microsoft® Lync voice with a MCD M-100 unit. This has allowed for small ad-hoc meetings to take place theoretically anywhere where we want, whether within the council or from an external network via the Lync Edge solution. The MCD M-100 has quite simply made meeting room solutions affordable as when it is paired with a low-cost HD camera using a typical PC with Lync, you end up with a solution which is as good if not better than many AV meeting room solutions costing 10 times more.”



Plantronics Voyager® PRO UC headset

## Reducing cost and increasing productivity

The combination of Plantronics solutions and Microsoft’s® OCS and Lync Server are already delivering benefits to the Council with reduced office space requirements, travel costs and the number of missed calls; as well as enhancing staff working environments which, in turn, creates productive gains and adds value to the services and facilities provided to residents.

Jonathan Burt, Corporate Infrastructure Architect for Salford City Council concludes, “In the short time since the upgrade to Microsoft’s® Lync Server and deploying Plantronics solutions we have seen a reduction in overhead costs of 30 percent and travel costs by 20 percent and anticipate that these savings may grow as we recognise further benefits in introducing a unified comms environment.”

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Jonathan Burt, Corporate



## 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)

