

# Case Study



## Plantronics headsets unify communications

### Company Profile

Tayside Fire and Rescue  
[www.taysidefire.gov.uk](http://www.taysidefire.gov.uk)

### Headquarters

UK

### Industry

Public Sector

### Headset Users

Command and Control Centre,  
Back Office and Mobile

### Services

Fire and Rescue services to the  
local community

### Business Challenge

Increase operational communications and functionality of the Microsoft Unified Communications Solutions utilising each user's personal Plantronics headset and 'live' USB devices.

### Plantronics Solution

Plantronics EncorePro®, DA60 USB Audio Processor, DA45 USB Audio Processor, SupraPlus® wideband, Plantronics Discovery® 925 Bluetooth.

Tayside Fire and Rescue covers an area of approximately 7,500 square kilometers in Scotland, with a population of 392,000. The majority of the population is centred in Dundee and Perth with the remainder spread throughout a number of towns and villages in Angus and Perth and Kinross. Tayside Fire and Rescue's 668 operational firefighters crew a total of 50 fire appliances based at 24 strategically located fire stations.

Working closely with operational personnel, the Command and Control Centre provide the vital first point of contact for members of the community requiring emergency response services. Tayside Fire and Rescue also relies on the varied skills of support personnel, who play an essential role in the provision of services to the public.

Every Tayside Fire and Rescue employee constantly communicates by phone and e-mail in a 24/7/365 day emergency service operation. The service has been using Plantronics headsets for over 12 years and the challenge for Gary Bellfield, Manager of Information and Communications Technology, was to seamlessly integrate the entire communication operations between the Command and Control Room, Back Office and Mobile operations, "we continue to use Plantronics headsets as both the solutions

### Benefits

- Allocation and combined use of Plantronics corded, wireless and Bluetooth headsets as part of UC comms solution, guarantees receiving and immediately acting upon calls and or emails and route to operations accordingly
- Flexibility and efficiency of each headset, from staff based in the back-office function or the command and control centre to firefighters out on the road and management working from home or off-site with USB and Wi-Fi
- Audibility and voice quality considered vastly superior experience
- Improved productivity and cost-efficiencies being recognised helping to reduce cost yet ensures 100% response and service to the community

and service we receive from them is exceptional and it was important to maintain this relationship as part of our overall enhancements to our unified communications strategy and operational environment."



**“We continue to use Plantronics headsets as both the solutions and service we receive from them is exceptional and it was important to maintain this relationship as part of our overall enhancements to our unified communications strategy and operational environment.”**

Gary Bellfield, Manager of Information and Communications Technology

Back in November 2006, Tayside Fire and Rescue implemented Microsoft Exchange Server 2007 and Microsoft Office Communications Server 2007. Exchange server 2007 with unified messaging delivers voice mail and e-mail that users can manage from an Office Outlook inbox or from a telephone. Office Communications Server 2007 provides the ability to make calls using voice over IP (VoIP). It also offers audio and video conferencing, instant messaging inside and outside the organisation, instant messaging and colour-coded presence icons that indicate people’s availability status. By clicking an icon, a user can see the person’s contact information and preferred method of contact — such as instant messaging, email, or phone. Further upgrades to Microsoft’s Unified Communications Solutions and the deployment of USB phones, also took place.

Most recently, Tayside Fire and Rescue have enhanced the overall communications process with additional Plantronics headsets. Plantronics headset solutions are fully optimised for unified communications and the way people work. Multiple communications devices and applications are becoming the norm, enabling new ways of working, in new places outside the traditional office. For Tayside, a combination of Plantronics corded, wireless and Bluetooth headsets are in use.

Gary Bellfield comments, “the detail of every call, email or message and the location of personnel to attend to these is vital to our operations. The allocation and combined use of Plantronics corded, wireless and Bluetooth headsets as part of our unified communications solution, guarantees that we can receive and immediately act upon calls and or emails and route to our operations accordingly.”

Gary continues, “another key benefit of the complete Plantronics portfolio we use is the flexibility and efficiency of each headset. From staff based in the back office function or our command and control centre to firefighters out on the road and management working from home or off-site with USB and Wi-Fi, the audibility, and voice quality is a vastly superior experience. In addition, the improved productivity and cost-efficiencies being recognised helps us to reduce cost yet ensure 100% response and service to our community.”

Plantronics solutions are used within Tayside Fire and Rescue from reception-based staff to the firefighters assisting the community, all fully integrated with the unified communications environment.



Plantronics SupraPlus® Headset



Plantronics EncorePro® 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)

**“We wanted a fully operational and unified communications environment with the functionality that could truly deliver and in ‘real-time’. With the ability to use our Plantronics headsets at the desktop with wide-band USB, VoIP as well as for our mobile operations, proves that Plantronics continue to be forward-thinking with the right vision to deliver, effective communications solutions.”**

Gary Bellfield, Manager of Information and Communications Technology

