

The Evolution to Unified Communications

Smarter Working ... Are you Ready for it ?

Philip Vanhoutte, Managing Director

Plantronics/Altec Lansing EMEA

Milano, May 28, 2009



RISE OF THE SUPER SME
**A GUIDE TO PLAIN SAILING
THROUGH THE RECESSION**

**FREE
DOWNLOAD
VISIT:**
WWW.BE-A-SUPER-SME.COM/ADVICE

Who's riding the storm

Those with

mobile workforces

older/more experienced captains

worst case scenario in place

woman at the top

That have relentless focus on

Customer Service Excellence

Incremental innovation in Products & Services

leveraging people, IT & Telecoms and Marketing



Smarter Working

Customer Intimacy

Unified communications

Audio Essentials for UC

Voyager PRO

The Mobile Nineties



Wireless

The Millenium Broadband Internet

Work/browse/play

Anytime/Anywhere



21st Century Work Space

Notebook, Smartphone, Headset, Speakerphone

Wireless Broadband, Unified Collaboration & Communications



***Where is your
Best / Secret
Place to Work***

***When is your
Best /Moment
to Work***



Seven Productive Behaviours

- Birth of an idea
 - Immersion
- Deliberation & Contemplation
 - Fission and Fusion
 - Refueling
 - Reflexive Thinking
 - Joining Forces

VITRA STUDY, LONDON, SEPTEMBER 2007

Work Space for Humans

- Many productive behaviours ***NOT at desk, 9-5***
- Need ***diverse environments and moments***

- Place as an ***'anchor'***
- ***Secluded Space*** for mental isolation
- ***Inspiring places*** for mental stimulation
- A memorable place to ***bring people together***
- ***Office Style as a blueprint*** for corporate behaviour
- ***Change of Scene*** to manage energy & state of mind

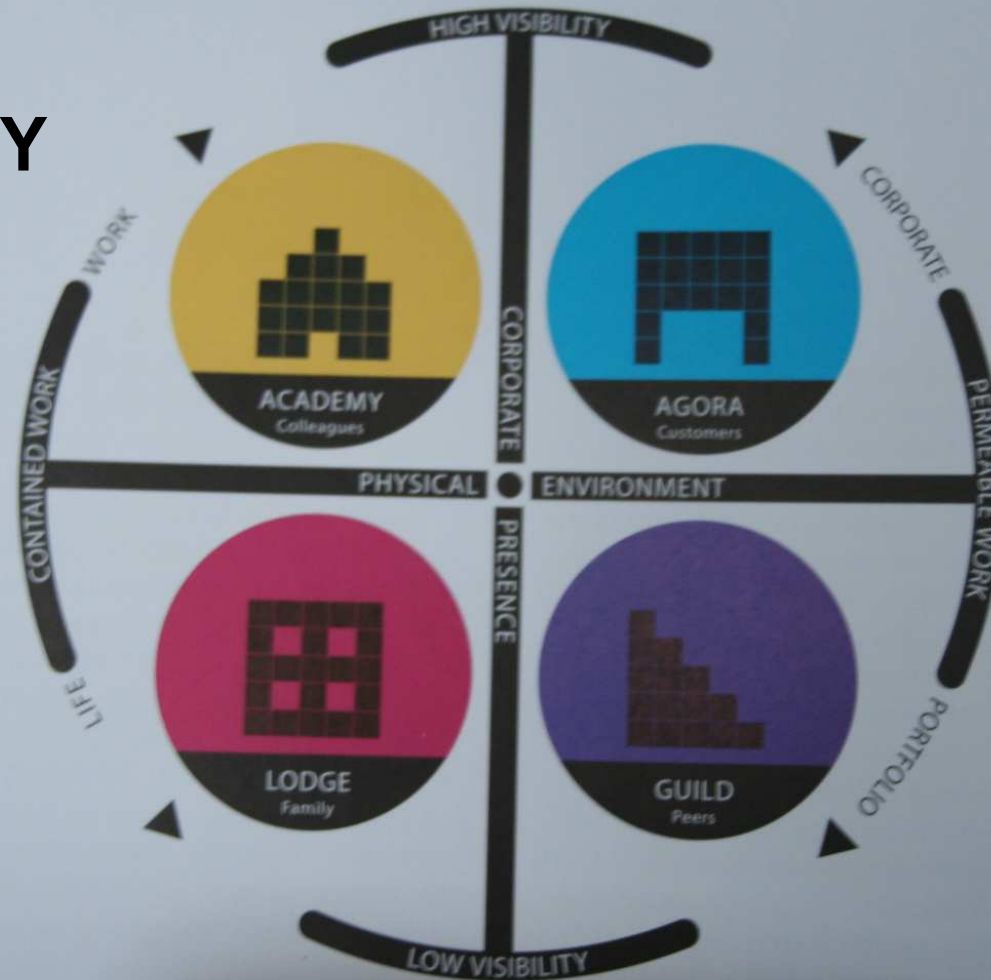
VITRA STUDY, LONDON, SEPTEMBER 2007

Tensions at Work

Space Strategies for Knowledge Workers

ACADEMY

AGORA



LODGE

GUILD

Smart(er) Working ?



Allowing Information Workers to

work *Where & When*

they are

Most ***productive***

Cost-effective

And ***environmentally*** respectful

What will we be missing in this NEW WORLD

No longer (as frequent) TOGETHER

»Full body language ? ***Limited to VOICE***

»Can't see each other (working) ? ***Trust ?***

»Watercooler / quick catch up / interrupt ? ***Ad hoc***

Smart(er) Working infrastructure



Beyond the notebook, smartphone and Wifi

Headsets :

Intimacy

- » for maximum remote intelligibility (audio Presence)
- » to juggle various phones (old, mobile, internet)

Unified Communications:

Virtual TeamWork

- to know who (in your core team) is there (for you) - Presence
- to (quickly) dialogue with them – Instant Messaging

Customer Intimacy Study

Western Europe

Noel BELLEN

Head of Marketing, EMEA Business Segment

Spring 2009



**Headsets
Confirmed as
ESSENTIAL**

Customer Intimacy Study - Profile



Do headsets make a difference beyond Contact Centers ?

Customers

- » both consumers and businesses
- » 2000 interviewed

Sales/Customer Service

- » Traditional field / 'on the road'
- » Also inside office
- » NOT contact centers
- » 850 interviewed

UK, Germany, Netherlands, France, Spain



The customer views FIRST



Why do European customers prefer headset users ?

Top *perceived* benefits

- | | |
|----------------------------------------------------|-----|
| 1 - Sales person has <i>quicker</i> access to data | 41% |
| 2 - Sales person is a better <i>problem solver</i> | 29% |
| 3 - They both <i>gain time</i> | 23% |
| 4 - Sales person is more <i>natural</i> | 20% |
| 5 - Sales person <i>listens better</i> | 19% |



What about the sales and customer service associates ?



All reps are confident a headset really helps

Europe

91% sales rep. believe that using a headset can lead to more satisfactory outcomes for your clients

Key Overall reasons for using a headset



For Sales people:

- 1 - Work more *efficiently* / smarter
- 2 – *Quicker* access to customer datas
- 3 – Be more natural
- 4 – Build better relationship
- 5 – Be closer to my customer
- 6 – Build trust
- 7 – Avoid conflicts

Life without headset ?



Europe

Two third of sales rep. admit that their ***level of service would suffer*** without headsets

~

26% admit that their job would become ***very difficult***

Professional Headset with high *iF*



iF = intimacy Factor



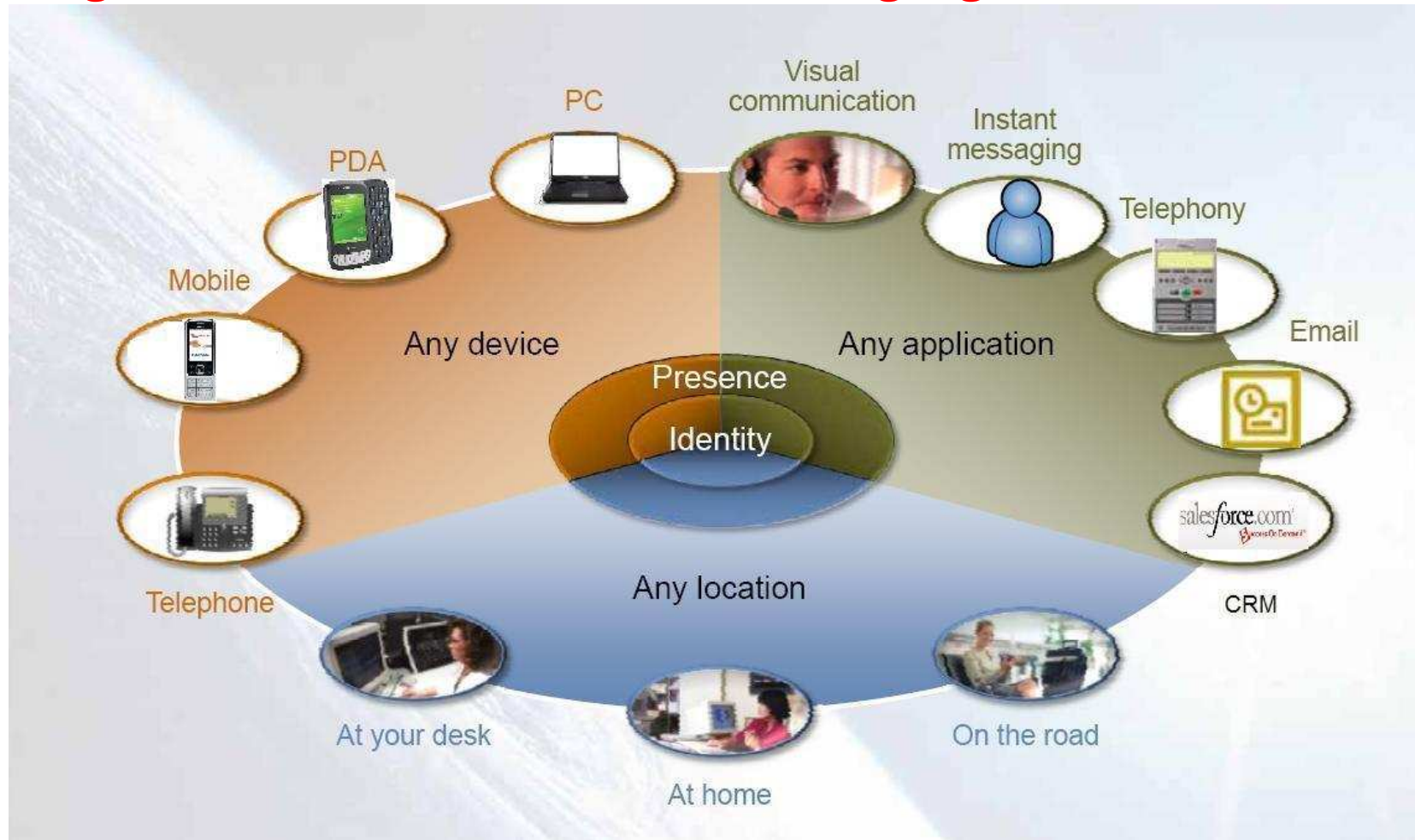
Unified Communications

Making an increasingly complex matter SIMPLE



What is Unified Communications?

Integration of real-time and messaging communications



Centered around Identity and Presence

Unify WHAT ? **MANY COMS WORLDS**

	<i>Voice</i>	<i>Data/ Text</i>	<i>Image</i>	<i>Video</i>
<i>Real-Time Dialogue</i>	Analog Phone Mobile Phone PC/Internet Phone			Video Call Personal Conference
<i>Instant Asynch Messaging</i>		SMS IM	MMS IM Flickr	YouTube
<i>Store/Forward Mail</i>	Voicemail	EMail	EMail	

**ONE People List/Database
with ALL contact details
And his/her Availability**

Unify WHAT ? **THREE PHONE WORLDS**

	<i>Voice</i>	<i>Data/ Text</i>	<i>Image</i>	<i>Video</i>
<i>Real-Time Dialogue</i>	Analog Phone Mobile Phone PC/Internet Phone			Video Call Personal Conference
<i>Instant Asynch Messaging</i>		SMS IM	MMS IM Flickr	YouTube
<i>Store/Forward Mail</i>	Voicemail	EMail	EMail	

**ONE People List/Database
with ALL contact details
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UC Infrastructure Players

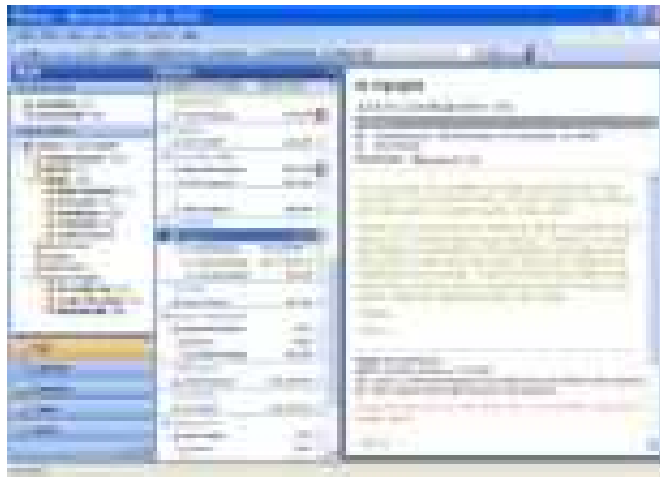
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PLANTRONICS
SOUND INNOVATION

Microsoft
Office Communicator 2007



IBM Lotus Sametime 7.5.1
REAL-TIME. RIGHT NOW.



IBM

skype™

AVAYA



Microsoft

CISCO

Google™



User Benefits of UC



Organizes People, for easy reach

Shows **availability**, so you know if they are there (if not visible)

Speeds up communications

Simplifies into ONE/fewer/integrated

- » Contact lists
- » Software platforms
- » Networks (social or business)
- » Service Providers

Brings People and diverse Technologies together

Company Benefits of UC



Internet Telephony

data+voice on ONE network, no hardphones, least-cost routing

Instant Messaging

responsiveness, multitask, no more telephone/mail tag

Unified Mailbox

one mailbox, lower mobile phone bills

Conferencing

travel cost reduction

**See Also
Plantronics
Case Study**

UC = The Smarter Working CATALYST



Wireless has removed time/place constraints

We can work **anytime, anyplace** (if permitted)

When NOT together, need **Coms & Collaboration tools**

Now for the REAL Challenge !

Where/When to best do a job/activity ?

The Unified Workplace

People, Space and Technology

THE KILLER MIX

Philip Vanhoutte, Managing Director
Norma Pearce, Head of Human Resources
George Coffin, Facilities Manager

Plantronics/Altec Lansing EMEA

UC Expo, London, 12 March 2009



PLANTRONICS
CASE STUDY



The Unified Workplace

*People, **Space** and Technology*

THE KILLER MIX

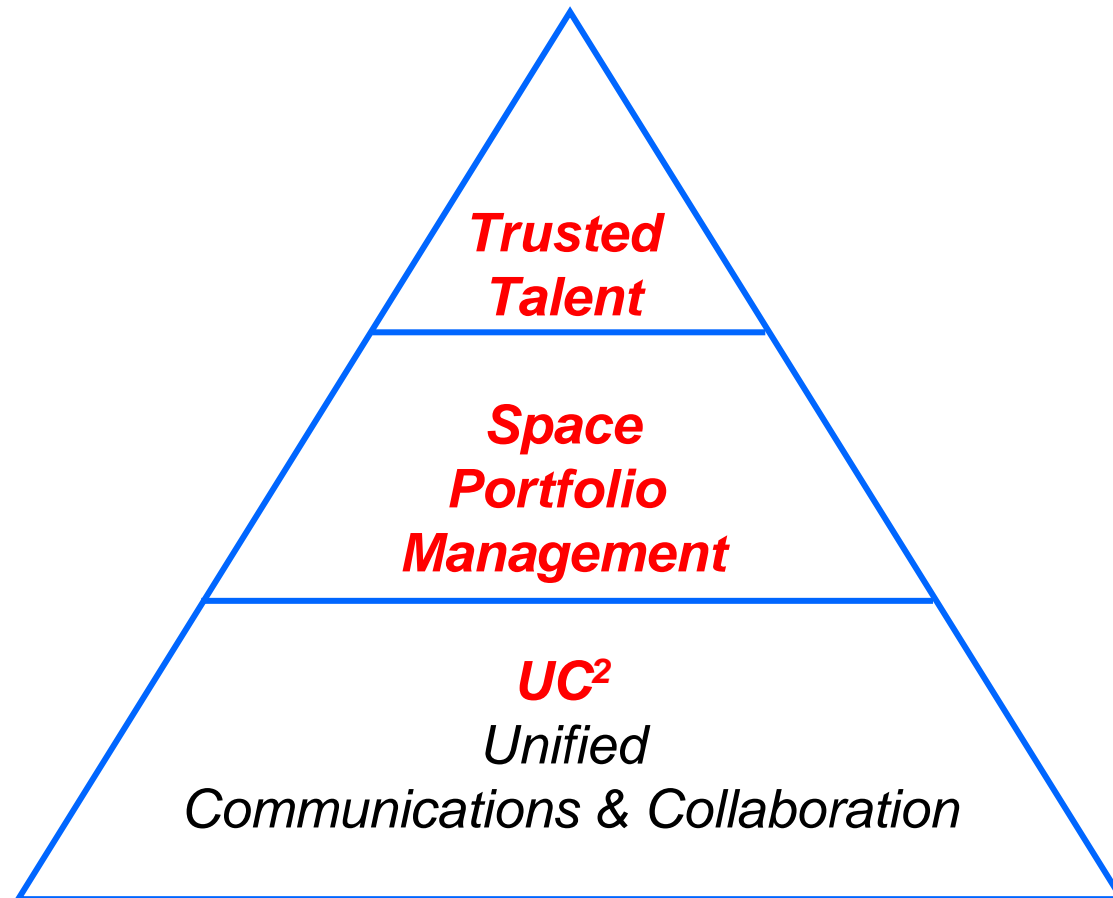
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**PLANTRONICS
CASE STUDY**

The New Work Foundations



Workspace (**Now**)

Definition:

OFFICE Areas reserved for ***particular purpose***

- ❖ Hot Desk
- ❖ Flexible work areas
- ❖ Open Plan
- ❖ Meeting Spaces
- ❖ Booths/Concentration Space

Workspace (Tomorrow)



Definition :

- ❖ A working *environment* for *all kinds of work*
- ❖ *When and where* the individual wishes
- ❖ With *access by whatever means* is appropriate
- ❖ *Access to whatever information* is available and needed to the task at hand

Mobile/ Sales Management

Mobile Workers.

- ❖ High Percentage of day driving/travelling
- ❖ ***Vehicle is an extension of the office/workplace***
- ❖ Risk assessment
- ❖ ***Safe Driving*** – Hands Free – Voicemail
- ❖ Headsets – Bluetooth – ***Hands Free.***



Property Rationalisation

Less traditional but **more flexible/smart places** to work from

Shared Space

Contact Center
Office

Personal Space

Mobile
Home

Benefits

Producing Employee wellbeing and staff Retention
Customer satisfaction and loyalty
Saving Costs, Carbon footprint and Reducing risks

Property Rationalisation

2000 - 4 Buildings – 47,440 Sq ft

2005 – 3 Buildings – 42,185 Sq ft

2009 – 2 Buildings – 36,930 Sq ft

Soon – 1 Building - 21,1154 Sq ft



The Unified Workplace

People, Space and Technology

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**PLANTRONICS
CASE STUDY**

New Business Imperatives

Our Business needs to be:

- ❖ More **responsive** to customer needs
- ❖ More **flexible** in the way we deliver solutions

**Work
Where and When
You need and can**

Our People need to develop:

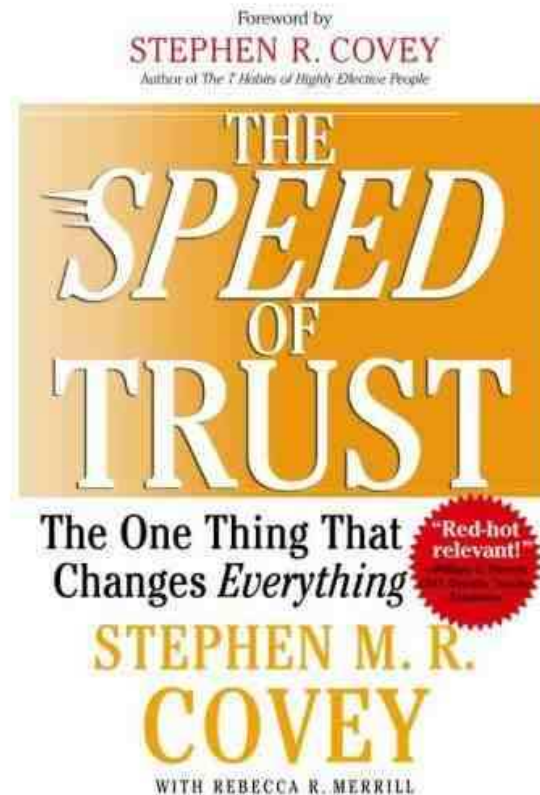
- ❖ **New behaviours** – employees AND Managers
- ❖ A **work environment** that enhances employee satisfaction

***UC allows consistent fast information access
Employees given flexibility to work anytime, anywhere
Yet always available for that 'urgent/important' matter***

Next Milestone(s) TRUST



*Intangible asset – core business competency
Demands new management behaviors
Greater trust produces better results, at less cost and sooner.....*



13 Trust Behaviours

1. Talk Straight
2. Demonstrate Respect
3. Create Transparency
4. Right Wrongs
5. Show Loyalty
6. Deliver Results
7. Get Better
8. Confront Reality
9. Clarify Expectations
10. Practice Accountability
11. Listen First
12. Keep Commitments
13. Extend Trust

Flexible working...

Strategies for more flexible workforces can provide positive solutions to today's challenges inclusive **TANGIBLE COST SAVINGS**

- » ***Property rationalisation***
- » ***Substantially reduced absence***
- » ***Productivity (more smarter hours)***
- » Less time wasted travelling to office
- » Employee satisfaction
- » Customer satisfaction
- » Wellbeing
- » Recruitment and retention
- » ***Reduced Carbon Footprint***
- » ***Business continuity (reduces risks)***
- » Corporate and social responsibility



Source: British Telecom



Unified Communications
Revolution ... or Evolution

***The Battle of ITC Titans
Where People and Business will Win***

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Plantronics/Altec Lansing EMEA

March 2009

Why is
PLANTRONICS
So excited ?

Bridging WORLDS



Inside and Outside of your company

Business and Personal/Private

Old Telephony, Mobile Telephony and PC/Internet Worlds

Service Providers: phone, email, internet

Platforms

- » **Personal:** phone, mobile, PC
- » **Networks:** Voice PABX Switches and Data Routers

Communities: MSN/Yahoo/Google, Facebook/LinkedIn:

UC Infrastructure Players

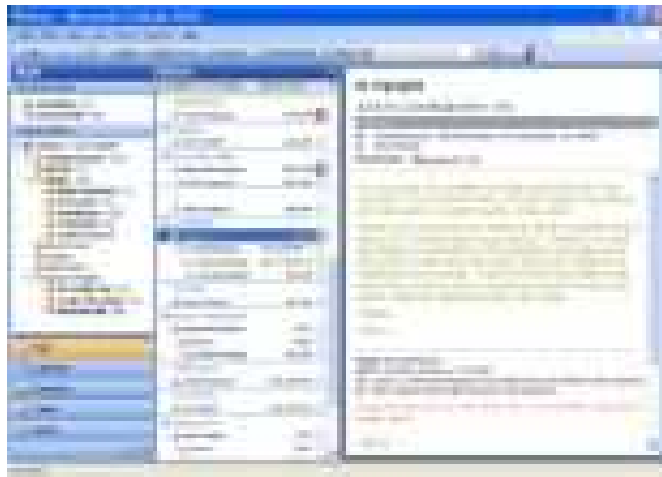
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Revolution NO, Evolution YES



It all started with consumers

- »Instant Messaging (AOL, Yahoo, MSN/hotmail)
- »Then came Skype – First Real-Time Phone/IM service
- »Plenty of powerful followers: Yahoo, Google

Now into Enterprise/business:

- »Microsoft, also IBM
- »Voice PABX players want to help also
 - Avaya (and Nortel, Alcatel, Siemens, ...)
- »CISCO

Evolution ... Stepping Stones



Lay the foundation

- » Identity, Presence and Instant Messaging

Bring Telephony to the PC

- » As you will spend most time there anyhow

Have all that (also) on your mobile phone

- » Email, (real) internet browsing
- » Internet telephony
- » instant messaging and social networking

Conclusions

- UC is working and ***beneficial***
- Work @same Desk in same office = ***unnatural***
- ***Mobile Working = the NORM***
- Economic Crisis will ***dictate*** fast adoption
- ***Trusted*** Work & Management = essential
- Intense ***collaboration of Business & ICT*** = Key

- ***Days of hardphones are counted***
- ***Headsets are essential for Virtual Work***



Audio Essentials for Unified Communications

Chuck Yort
VP and GM, Plantronics B2B

What is the
PLANTRONICS
UC product
Portfolio ?

A black and white photograph of a Plantronics Savi Series headset and its base station. The headset is on the left, and the base station is on the right. The text "PLANTRONICS Savi Series" is overlaid in the center.

PLANTRONICS
Savi[™] Series



PLANTRONICS
SOUND INNOVATION[™]



PLANTRONICS

PLANTRONICS
Savi™ Office



Savi Office Features and Benefits

Connects to both the **desk phone and PC**

Improves quality of work, communications and decision making



Easily **mix and switch** calls

Provides effective and efficient collaboration



PLANTRONICS
Savi™ Go



Plantronics Savi™ Go

*Wireless headset and dongle solution
for in office mobile professionals
needing to connect to both their
mobile device and PC*



*Freedom – Wireless headsets offer flexibility and
mobility when you adopt Unified Communications*

Wireless Product Portfolio

PC and Deskphone

Savi Office



PC and Mobile

Savi Go



Audio Essentials for Unified Communications

Corded Alternatives

Chuck Yort

VP and GM, Plantronics B2B

.Audio 1100M Key Features

- **Wideband audio**
Wideband support on PC communications
- **One-touch call control**
Integrated call answer/end, mute, and speaker activation buttons
- **Noise-canceling microphone**
Reduces background noise for clearer calls
- **Speakerphone activation key**
Audio functions will be transferred to the computer speakers and microphone
- **Comfortable ergonomic design**
Includes monitor clip for easy desk storage and bag for travel





.AUDIO 1100M USB PHONE



Product Specifications

Product	Corded Telephone
Connection	Modular USB
Call Functions	12-key dialpad
Audio	Wideband
Warranty	1 year
Frequency Range	150Hz-6.8kHz
Microphone	Noise-canceling
Call Control	Yes

Learn more about our complete line of UC solutions at www.plantronics.com/UC



SPEAKERPHONES

Teams – Any office or small room becomes a collaborative work environment



» MCD 100





Product Specifications

Product	Corded Speakerphone
Connection	Hardwired USB
Call Functions	Vol+/-, Mute
Audio	Wideband
Warranty	1 year
Frequency Range	150Hz-6.8kHz
Microphone	Noise-canceling
Call Control	No



CORDED HEADSETS

Reliability/Quality – Corded headsets offer reliability and quality as you implement Office Communicator 2007 throughout your organization



» Audio™ M Series



» Entera™ USB Series



» SupraPlus® USB Series

COMPARISON CHART: CORDED HEADSETS



Model	Audio 615M	Audio 630M	Entera HW111N USB	Entera HW121N/USB	SupraPlus Wideband USB HW251N/DA-M	SupraPlus Wideband USB HW261N/DA-M
Designed For	Occasional phone users	Occasional phone users	Frequent phone users	Frequent phone users	All-day phone users	All-day phone users
Wearing Style	Monaural	Binaural	Monaural	Binaural	Monaural	Binaural
Warranty	1 year	1 year	2 years	2 years	2 years	2 years
Audio	Hi-Fi	Hi-Fi Stereo	Wideband	Wideband Stereo	Wideband	Wideband
Freq Range	150Hz-16kHz	150Hz-6.8kHz	150Hz-6.8kHz	150Hz-6.8kHz	150Hz-6.8kHz	150Hz-6.8kHz
Noise Canceling	Yes	Yes	Yes	Yes	Yes	Yes
Call Control	No	No	Yes	Yes	Yes	Yes
Cable	Hardwired	Hardwired	Hardwired	Hardwired	Quick Disconnect	Quick Disconnect
Call Functions	N/A	Vol+/-, Mute	Vol+/-, Mute on headset	Vol+/-, Mute on headset	Vol+/-, Mute on headset	Vol+/-, Mute on headset
Portable Carrying Bag	Yes	Yes	Yes	Yes	Yes	Yes