Case Study

UnifiedCommunications.com Case Study

THE CUSTOMER

UnifiedCommunications.com has been helping organizations to collaborate intelligently for more than 30 years. They combine exceptional customer service, extensive product knowledge and powerful distribution capabilities to design and deploy customized unified communications (UC) solutions to more than 12,000 customers around the world. The company has been a Plantronics distribution partner since the mid 1980s.

UnifiedCommunication.com's innovative approach to device strategy programs makes them a valued partner to companies that want to implement the best in UC solutions. They specialize in deployments of entire UC ecosystems, offering full, tailored solutions that combine products, services, consulting, customized fulfillment and workflows to help organizations work smarter.

THE BUSINESS CHALLENGE

In working closely with their many global customers and evaluating their UC deployments, the team at UnifiedCommunications.com found there was no centralized platform or software program that would support all of a customer's devices. Because of this, their customers didn't have an

integrated tool that gathered data and insights from the company's hardware devices. At the time, there was no way for a customer's IT team or UnifiedCommunications.com to see things like what types of devices were being used within the business, if the firmware in the headsets was up-to-date, or even who was using which headset.

THE SOLUTION

The solution came in the form of a Software-as-a-Service (SaaS) solution. Ryan Herbst, vice president and chief device strategist at UnifiedCommunications.com says the company is heavily focused on the additional pieces of the puzzle beyond just hardware, and knows that insights gathered from headsets can be a game-changer for customers. The company also understands the amount of change that a shift to the cloud entails for their customers, and they value the cloud expertise UnifiedCommunications.com provides. The customers just want the best, most complete solution; they don't necessarily want to be in the device management business. UnifiedCommunications.com has always been interested in being a source for analytics management. Ryan says, "The visibility that Plantronics Manager Pro provides is our secret sauce to making that happen."

UnifiedCommunications.com:
www.unifiedcommunications.com

Location: U.S.

Industry: Telecommunications

Deployment: Plantronics Manager Pro and Plantronics headsets

UnifiedCommunications.com

Ryan says, "As a managed services provider, offering the Plantronics Manager Pro software gives us a sharper edge in the market. By offering it to our customers that use Plantronics headsets, we're able to give them some amazing data that they can use to take action and have their entire UC deployment managed, even across multiple sites if needed. We can help a customer quickly get up to speed and on-boarded to manage their devices themselves, or we can do it for them, on their behalf."

Ryan says UnifiedCommunication.com's customers are very excited about the actionable insights they can get from Plantronics Manager Pro, and that when they're demoing the software to their customers, each organization has different aspects that excite them the most. The most exciting aspects for their customers tend to be the software's ability to manage settings, to manage firmware updates on a regular cadence, and to report on their inventory or prevent problems before they even happen.

CONCLUSION

"With such a variety of insights offered by Plantronics Manager Pro today," Ryan concludes, "our customers are very pleased. Different pieces of the solution appeal to them because of various pain points they may experience. It's refreshing how quickly this product is growing in features and functionality. I have no doubt that Plantronics will add to the analytic suites at a rapid pace and that gives us confidence for the future, too. We are big fans of where Plantronics' roots are and have watched their evolution into the software world. We have a long, rich history of both watching years of innovation and a strong commitment to customer support. It's an enduring relationship that we'll continue to develop."

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