



## Case Study: Plantronics prove professional in global unified communications environment

### Company Profile

Lionbridge  
[www.lionbridge.com](http://www.lionbridge.com)

### Headquarters

Massachusetts, USA with 43 Solution Centers in 26 countries

### Industry

Professional Services

### Headset Users

1000+ in 26 countries

### Services

Global provider of translation, localization, interpretation, search relevance, content and product engineering services

### Industries

Technology, Life Sciences & Healthcare, Education Government & Energy, Manufacturing, Aerospace, Consumer, Financial Services

### Business Challenge

Improve effectiveness of communications while reducing cost and maintaining call quality

### Plantronics Solution

SupraPlus® Wideband USB Headset  
MCD100™ Speakerphone

### Benefits

- Audio solutions optimised for Microsoft® Office Communicator
- Range of audio solutions flexible enough to suit every user's needs
- Full wideband audio and USB-enhanced digital sound, delivering crystal-clear conversations and drastically reducing errors and repetition
- Noise-canceling microphone eliminating background noise with fingertip volume and mute control
- \$2 million increased productivity and cost savings achieved in first year with OCS

### About Lionbridge

As the world's largest provider of translation and localisation services, Lionbridge helps global companies meet their customers' language and cultural needs by adapting and re-engineering a wide range of product deliverables including: software, documentation, multimedia, training and eLearning content. Lionbridge also specialises in global search relevance, product development and testing and with VeriTest®, also provides third-party product certification programs for major operating systems and technology platform providers. The company employs over 4,500 people in 26 countries delivering solutions from 43 dedicated solution centres, and works with over 25,000 translation partners worldwide.

### Business challenge

With such diverse and virtual working environments, across many time zones, Lionbridge needed to simplify the telephony and software solutions so each employee could easily work and converse with colleagues anywhere in the world and at anytime.

### Solution

In 2007 Lionbridge began to decommission their PABX-based systems and implemented Microsoft® Office Communicator Server for a Unified Communications (UC) environment, and provided employees with Plantronics solutions certified and optimized for Microsoft® OCS.

Satish Maripuri, COO for Lionbridge and based in the headquarters in the USA explains, "With a global reach across 26 countries in 43 locations, good communications between employees and with our clients is vital to our operation."



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**Satish Maripuri**  
COO, Lionbridge

Satish continues, “We have a longstanding relationship with Microsoft® and participate in their TAP program. It became clear that Microsoft® Office Communicator solutions provided an environment seamlessly integrating our global office environment, enabling more effective communication while radically reducing costs. Conference calls and video conferencing are an essential tool of our business and prior to OCS and our unified communications environment we were using an external conferencing solution costing in excess of \$1 million per year. Now we have software-powered VoIP, web conferencing presence with instant messaging, email and voicemail at our fingertips.”

#### Plantronics solution

Lionbridge recognised that choosing the right audio endpoints would be critical to the successful adoption of the UC for voice. Plantronics has one of the industries most complete families of UC products optimized for Microsoft® Office Communicator.

Paul McBride, VP & GM of the Global Search Relevance Business Unit based in Ireland explains, “With OCS UC it is critical to provide employees with headset and speakerphone solutions that are 100 percent appropriate for their everyday working needs, providing comfort and exceptional call quality. It would be easy to overlook the importance of getting the right audio solutions. Computers aren’t built to be used as phones so, in the broad scheme of a UC implementation; **great audio quality has a significant impact on peoples’ productivity and communications effectiveness.** Using products that are optimised for Office Communicator means that they are easy to set up and use. The combination of benefits to employees and customers, in addition to the savings generated, makes for a compelling proposition.”

Lionbridge employees are currently using SupraPlus® Wideband USB headset and MCD100™ speakerphone solutions, both optimized for Microsoft® Office Communicator. The SupraPlus® Wideband USB headset provides clearer conversations with wideband audio for privacy when listening to voicemail or participating in conference calls. The MCD100™ USB Speakerphone transforms any work space into a conference room and provides 360-degree room coverage so call

#### Wideband explained

Wideband audio or wideband telephony is a new approach to telephony enabled by Voice over Internet Protocol (VoIP). The effective doubling of the bandwidth and additional high frequencies enhance intelligibility through greater recognition of fricative sounds. This enhanced speech quality leads to greater



#### ™ Wideband

Adapted for an IP softphone or an IP hardphone to provide absolute voice clarity

#### Key features

- Wideband audio – clearer and more intelligible conversations
- Included software – PerSonoCall® enables remote call answer with major softphones

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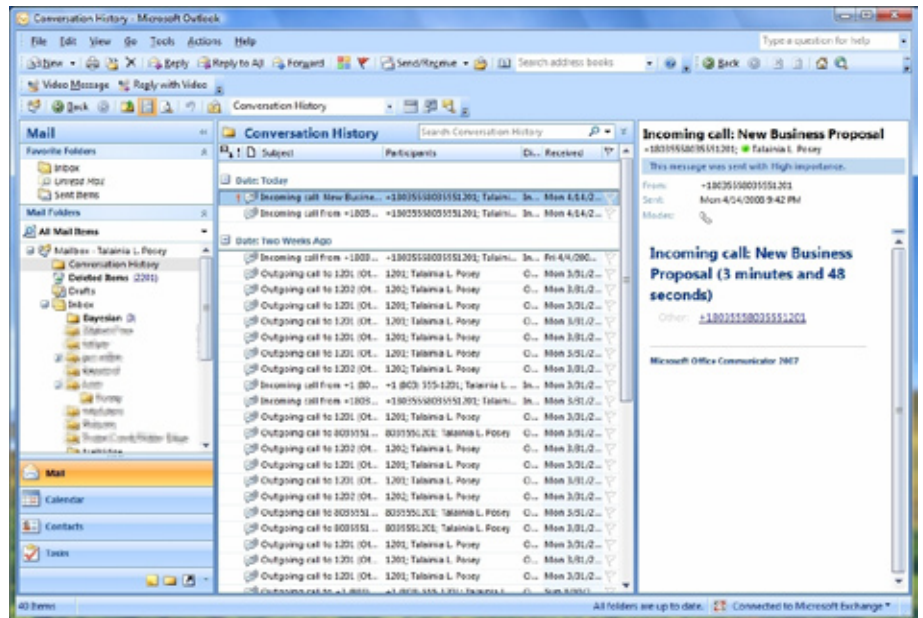
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**Paul McBride**  
VP & GM , Global Search Relevance  
Business Unit

participants never miss a word. The MCD100™ connects via USB cable to a PC and enabling calls using online software. The full duplex wideband audio enhances UC & VoIP communications and boosts meeting productivity by reducing echo, cut-outs, and excessive background noise, For Lionbridge, this is an essential solution for their large number of daily and global conference calls.

Pat Jones, an IT Manager at Lionbridge Ireland comments, “With our multi-cultural and multi-lingual environment, there’s not only the functionality of both software



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and telephony solutions to consider. Driving user acceptance was very important, particularly with a large ratio of outbound calls made by customer-facing staff, and the quantity of global conference calls that we conduct. That was relatively easy as everyone is equipped with a Plantronics solution suitable for their respective role. All we had to do was demonstrate the ease of USB connectivity, ergonomics and sound quality, with no support requirements. This, in turn, removed any barriers to adoption. **We are delighted with the high level of user adoption and have come to expect excellent call quality with every conversation.**



Lionbridge is reaping the rewards from its investment in UC and Plantronics solutions. On average, there are between 75 and 100 conference calls per day, with typically 20 to 30 happening at the same time, consisting of anywhere between

2 to 80 participants. It is estimated that each employee is involved in 20 to 30 hours of conference calls per month.

**With the implementation of OCS coupled with the wideband audio and call quality of Plantronics audio solutions, Lionbridge estimates a reduction in communications costs of approximately \$2 million in the first year.**

Paul McBride concludes, "As a global business, we are focused on delivering quantifiable value with cost efficiency - UC delivers a significant competitive advantage in that regard. We hold regular conference calls with our customers, communities and global teams - with Office Communicator combined with Plantronics audio solutions, we can clearly hear every word in our multicultural dialogue and understand dialects without the need for repeats. I would emphasise the critical importance of using the right headset solutions in creating the best consumer and customer experience."



### **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 recognized 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 **0800 410014** or visit our website [www.plantronics.com](http://www.plantronics.com)

