YOU’LL GET IT.
Because We Get It.
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YOU’LL GET IT.
Today’s Presenters

Dave Michels, CEO of Verge 1

Gunjan Bhow, VP of Strategy and GM of New Ventures, Plantronics
Dave Michels

- CxO TalkingPointz: Research and analysis of UC vendors, products, and services.
- UCStrategies.com Expert
- NoJitter.com
- GigaOm Pro Analyst
- CIOCollaborationNetwork
- PinDropSoup blog
- www.TalkingPointz.com
Unified Communications?

• Numerous definitions by numerous vendors, its meaning has morphed and evolved.
• Was:
  – An attempt to unify multiple communication paths into a single client.
  – Technology Focused: Voice, IM/Presence, Video
  – Voice centric
  – Next Generation PBX
Unified Communications!

• Multi-Modal Communications
• Morphed into *Flexible Communications*
  – Convergence
  – Mobility
  – CEBP
  – Presence
  – Video
  – Multi-modal
Where is the Unification?

- Convergence
- Mobility
- CEBP
- Presence
- Video
- Multi-modal
- Collaboration
Where is the Unification?

- Convergence
- Mobility
- CEBP
- Presence
- Video
- Multi-modal
- Collaboration
UC vs. Collaboration

• UC is Technology Focused
  – Voice, IM/Presence, video...
  – Sell to IT

• Collaboration is User Focused
  – Document Sharing, Conferencing (audio, video)....
  – Sell to C-Level, LoB,
  – Collaboration is a means to an end

• “UC&C” Increasing in Popularity
UC Moved the Center to the Edge

• Hardware sells software
• Big PBX is gone (disc)
• Telephones don’t have sizzle
• UC has become a software based ecosystem
  – The headset is the hardware
  – The headset is the experience
  – The headset is the fries (was the ketchup)
Headset Checklist

- Channel Strategy
- Brand
- Quality Product
- Mechanism for Support and Branding
- Differentiation – not a commodity
- Broad Product Range for various use cases
Gunjan Bhow

• Vice President, Strategy, and General Manager, New Ventures
• Joined Plantronics in 2007 with 15 years industry experience
• Responsible for strategy and business development functions for Plantronics.
  – Includes strategy, incubation, and execution of new software and services initiatives, with a focus on mobile, tablet, and web solutions.
• Previously led the development of Plantronics’ UC strategy and managed the UC solutions business.
• Prior to joining Plantronics, held executive positions with companies such as Microsoft, Actiontec, and Telesystems.
Simply Smarter Communications™

Plantronics is the Leading Audio Partner for Unified Communications

Gunjan Bhow
September 13, 2012
Our Strategy

- Innovate products, software, services, technology
- Expand into Unified Communications
- Grow our brand worldwide
- Continue leadership in core markets

Anytime, Anywhere
The Indispensable Tool

Voice is essential
Simply Smarter Communications™
Unified Communications: Business Communication

Unified Communications is a new approach to communicating and collaborating

From anyone, anywhere on any device

Plantronics provides the highest quality, intuitive, intelligent audio endpoint for our partners
The Evolving Enterprise

• Work no longer a place you go but what you do
• Synchronous collaboration must be easy
  – Multi-phone environment
  – Bring Your Own Device
  – Bring Your Own Apps
The Channel Opportunity

New Opportunities in an Evolving Enterprise

- Workers are using multiple devices and audio applications to stay connected.
- A quality headset matched to the right work environment will improve your customer’s bottom line.

By 2014, potential revenues of headset sales in businesses around the world will increase to $1.17 billion.*

Plantronics studies show that adding a headset to each system sale can boost your profits by 20%.

MULTI-TASK
WORK WHEREVER
ROAM
EXPLORE
Unified Communications

MOBILE PROFESSIONAL

EXECUTIVE

REMOTE WORKER

OFFICE WORKER
Unified Communications Portfolio

- VOYAGER PRO UC
- CALISTO
- SAVI
- BLACKWIRE
Channel Resources – Supporting Your Sale

• Connect Partner Portal: plantronics.com/partners
  – Sales Aids
    • Presentations & sales guides
  – Channel training & enablement
  – Incentives & promos
    • Get Ahead Program
    • Customer Trial Program
  – Product & marketing information
    • Digital launch kits
  – White Papers & case studies
  – Channel-specific tools for the Plantronics UC Toolkit
• For more information on reseller programs, contact:
  – Plantronics Channel Manager Susan Gibbs – susan.gibbs@plantronics.com
  – Your ScanSource Communications sales rep
UC Toolkit Portfolio: What’s Included

Guidelines
FAQs
Checklists
Surveys

Wireless Voice in the Office

Whitepaper and Assessment Tool

Custom Quick Setup Guides

Custom Interactive Setup Guides
UC Took Kit – Benefits to the Channel

• UC Toolkit is free to YOU
  – Channel-focused tools and training also available on the Plantronics Connect Partner portal
• Allows YOU to create new dialog with the end user
  – Helps you demonstrate your capabilities and knowledge in UC deployment
• Raises YOUR value in the relationship with the end user
  – Helps you move you into partner status and not just as a vendor
• Creates new opportunity for YOU
  – New doors can be opened for you within your customer to sell more products or services
• It differentiates YOU from the competition
  – There are no other tools like this available in the market and you can set yourself apart from your competition
Innovation
Maximizing UC Experience via Plantronics Software Platform

- Combination of management, performance and productivity solutions
- Extending UC experiences for:
  - Softphone and eco-system integration
  - Desktop, tablet and mobile platforms
  - Developers
  - IT
  - End-users
Contextual Intelligence: Better User Experiences Through Smarter Applications That Understand The Physical World
Simply Smarter Applications

Software Development Kit

Premier audio technology
Intuitive design excellence
Intelligence built in
Plantronics Personal Devices: Key API Features

- **Connected**
- **Personal**
- **Multi-Device**
- **Bridged**
- **UI/UX**
- **Body-Worn**
- **Mobile**
- **Private Audio**

- **Wearing State**: On/Off
- **Proximity**: Near/Far and Link Connection
- **Mobile**: On/Off a call, Caller ID, Call Control
- **Unique Device and Base Serial Numbers**
- **User Interface**: button presses, ringing, audio
PDC Community: developer.plantronics.com

- Learn about Contextual Intelligence and how to integrate your apps with Plantronics devices
- Hear from Plantronics Engineers and Visionaries
- Forums and Support
- Downloads: SDK, Documentation, Samples
- Connect with Plantronics and the PDC Community

To access the PDC: http://developer.plantronics.com
Implications for the Channel

• Strengthens competitive advantage of PLT portfolio for Partners
  – Position as an extension of our smarter working solutions
  – Delivers new capabilities, tools and support to our existing SDK
  – As a key differentiator/ Thought Leadership
  – Expand PLT/Partner Ecosystem

• Developers are a hot commodity and a critical success factor
  – Learn to Identify opportunities for co-creation/partnering
  – The PDC is a place for developers – point them in the right direction

• Something we will all need to learn to talk about to customers – Not something we need to sell
  – Share our vision for the future – Use cases
  – As a means to add contextual inputs to an application
  – Headsets can do more than just transmit and receive audio
Continuing Education Opportunities

Upcoming Webinars

Oct. 25th  2 p.m.       “Maximizing Video and Collaboration Success”
Nov. 13th  2 p.m.       “Gateways: Key to Savings and Flexibility”

www.scansourcecommunications.com
A passion for serving our customers.

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