



Overview

Country or Region: South Africa

Industry: IT services

Customer Profile

Dimension Data helps clients build IT infrastructures, including solutions based on Microsoft® Office Communications Server 2007. Headquartered in South Africa, it has 11,000 employees worldwide.

Business Situation

The company wanted a partner to provide quality headsets to ensure that its clients gained the full value of a unified communications solution.

Solution

Dimension Data partnered with GN Netcom, which manufactures Jabra brand headsets, including some models that are optimized to work with Microsoft Office Communicator 2007.

Benefits

- Complete mobile communications
- Plug and play installation
- Diversity of headset models
- Microsoft certification
- Enthusiastic product support

Solutions Provider Helps Clients Gain Mobility with Headset Manufacturer Partnership

“Whether users want desktop-style, wireless, or Bluetooth, we are able to offer them a Jabra headset that provides the right degree of mobility and freedom.”

Paul Bruno, Sales Consultant, Dimension Data

Dimension Data, a global IT services and solutions provider, wanted to meet its clients' needs for mobile communications solutions based on Microsoft® Office Communications Server 2007. Although generally satisfied with the solutions, not all clients fully recognized the value of headsets used for voice over IP (VOIP). Dimension Data partnered with GN Netcom, manufacturer of the Jabra brand of headsets, to recommend a variety of Jabra headsets that are optimized for Microsoft Office Communicator 2007. These headsets provide users with benefits including wideband audio, plug and play installation, and call-control buttons. Through the GN Netcom partnership, Dimension Data is able to demonstrate the value of optimized device endpoints for today's and tomorrow's voice deployments.



Jabra



Microsoft Office System
Customer Solution Case Study



Solutions Provider Helps Clients Gain Mobility with Headset Manufacturer Partnership

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Situation

Dimension Data, a Microsoft® Gold Certified Partner, is a global IT services and solutions provider specializing in networking and communications. The company helps clients plan, build, support, and manage their IT infrastructures. Headquartered in South Africa, the U.S.\$4.5 billion company has more than 11,000 employees in 47 countries on six continents, and approximately 1,000 employees in the Americas.

“The key trend today is mobility,” says Paul Bruno, Sales Consultant at Dimension Data. Bruno’s clients, who range across industries, locations, and sizes, are interested in freeing their employees from being bound to a specific physical place. “People want to be able to work anywhere, anytime,” Bruno says.

Many Dimension Data clients seek to meet these needs with a unified communications infrastructure based on Microsoft Office Communications Server 2007. Unified communications technologies can increase employee productivity, improve customer service, and reduce costs by integrating telephone, e-mail, instant messaging, video, and other forms of communication in a single solution.

But not all Dimension Data clients are familiar with the user hardware involved in a unified communications solution—in particular, the headset that replaces the traditional telephone receiver. “It’s a classic bell curve,” says Bruno, “where 20 percent of our clients are already active users of optimized headsets, 60 percent have heard about the benefits they might bring, and 20 percent are unfamiliar with their capabilities.”

Yet many of these clients’ needs—especially regarding mobility—are addressed in large part by the contributions of the optimized headset to the unified communications solution. The headset is what actually

delivers voice communication to the user, and it plays a major role in the quality of that communication. “To be satisfied with a unified communications solution, our clients need to make informed choices about headsets,” Bruno says.

Dimension Data sought a headset partner for its unified communications solutions to help its clients understand the value of optimized headsets in a unified communications environment and to provide headsets that could fully deliver on that promise.

Solution

Dimension Data learned about the Jabra brand of headsets while it worked with Microsoft to implement unified communications solutions based on Office Communications Server 2007. Jabra headsets are manufactured by GN Netcom, a Microsoft Gold Certified Partner. A 135-year-old company based in Denmark, GN Netcom sells Jabra headsets in more than 70 countries around the world.

GN Netcom has designed several Jabra headsets especially for the Microsoft Office Communicator 2007 client. Because these models are optimized for Office Communicator 2007, they are plug and play: easy installation with no additional software required. They offer control buttons on the headset to answer the phone, adjust the volume, and end the call. “GN and Microsoft have worked collaboratively to develop a user interface that we, as a Microsoft unified communications device partner, think best meets client needs,” says Bill Orlansky, Director of Marketing at GN Netcom.

The Microsoft-qualified Jabra headsets also offer wideband audio. When clients compare wideband to narrow-band audio, they tell GN Netcom it’s like a visit to the optometrist when they tried on glasses for the first time, and suddenly everything became clear and in

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focus. They never realized the detail that they were missing. People are so used to listening to narrow-band audio that when they hear wideband for the first time they are amazed at the clarity and depth of the audio. They understand every word being said. Calls are shorter and more productive.

GN Netcom has a partner program that offers training, demonstration kits, technical support, and referral revenue to qualified integrators and resellers. Impressed with the quality of GN Netcom headsets, Dimension Data formally became a GN Netcom Jabra Gold Reseller in September 2008.

Benefits

Dimension Data has used its partnership with GN Netcom to meet its clients' needs for mobility by using a variety of easily installed Microsoft-qualified Jabra headsets that come with rich presale and postsale support.

Complete Mobile Communications

With solutions that include Microsoft unified communications technologies and GN Netcom Jabra headsets, Dimension Data is able to meet its clients' needs for mobility in a communications package. The Jabra headset is an important component of satisfying the client need for mobility, because it offers an enhanced user experience for what Orlansky calls “the last three feet” of the solution—from the computer to the user's ear.

Bruno says, “Whether users want desktop-style, wireless, or Bluetooth, we are able to offer them a Jabra headset that provides the right degree of mobility and freedom.”

Plug and Play Installation

Because Jabra headset models that are dedicated to Microsoft offer plug and play installation, Dimension Data clients need not devote IT resources to configure hundreds of user devices. There are no drivers to

download or other software to install. The user simply plugs the device into a USB port, and Office Communicator 2007 immediately recognizes the headset as its primary audio path.

“I use a Jabra GN9350 headset and it literally is plug and play,” says Bruno. “I plug it into my portable computer USB port, and it works. That's important to me as a salesperson—and gives me complete confidence when I'm with clients making recommendations.”

Diversity of Headset Models

GN Netcom offers many types of Jabra headsets that are optimized for Office Communicator 2007, which means that Dimension Data can meet the needs of many different types of clients. Bruno says, “When I have clients tell me that they have groups of users who are on the phone more than 50 percent of each day, I find that's an especially good time to start talking about headsets. Many of these folks want the wireless style; some want the Bluetooth. We can offer a variety of Jabra headsets and price points.”

Jabra options also benefit users who don't need wireless. Even with a corded headset, the users gain hands-free efficiency with a lightweight, comfortable product. “You can type and work without having to hold a receiver in your hand,” Bruno says. “And each headset comes with multiple wearing styles: in the ear, over the ear, behind the head, or over the head. Jabra headsets have lots of flexibility, and I find that clients really look for those options.”

Microsoft Certification

In one particular engagement, Bruno worked with a client that was keen on Microsoft qualification for its hardware. “They wanted it to have the Office Communicator 2007 qualification. That was one of the big check boxes for this particular client—a point they

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For more information about GN Netcom products and services, call +45 45 75 00 00 or visit the Web site at: www.jabra.com

For more information about Dimension Data products and services, call 1866 DIDATA US or visit the Web site at: www.dimensiondata.com

brought up rather than me," Bruno says. "GN Netcom's products had that qualification."

Enthusiastic Product Support

Dimension Data has found that GN Netcom is a productive partner that provides information, evaluation units, and postsale support. Bruno says, "The GN team has been behind us 100 percent in terms of doing what it takes from start to finish.

"These Jabra headsets represent important value to the clients," Bruno adds. "The Jabra headsets are essential to capabilities of a unified communications solution such as connectivity, plug and play ease, and the mobility and freedom that the users gain."

Microsoft Office System

The Microsoft Office system is the business world's chosen environment for information work, providing the programs, servers, and services that help you succeed by transforming information into impact.

For more information about the Microsoft Office system, go to: www.microsoft.com/office

Software and Services

- Microsoft Office
 - Microsoft Office Communications Server 2007
 - Microsoft Office Communicator 2007

Hardware

- Jabra brand headsets from GN Netcom
 - Jabra GN2000 USB
 - Jabra GN9330 USB
 - Jabra GN9350

Partner

- GN Netcom