


**Jabra®**

# HEADSETS IN FOCUS

## WHEN BRIGHTPOINT IMPLEMENTED UNIFIED COMMUNICATIONS

Brightpoint Sweden AB – a global supplier of wireless devices and with 3000 employees in 26 countries – chose Jabra GN9120 Flex throughout the enterprise and can today see the results – in the form of happier employees and customers, and increased productivity.

Jabra was the natural choice when Brightpoint Sweden AB, a full-assortment supplier of Jabra headsets, had to choose headsets for their own Unified Communications solution. Most of the employees talk on the telephone a large part of their workday and need to move around the office. Choosing an ergonomic headset with good sound quality was extra important to ensure, that the personnel could go on working an entire day.

“It has made quite a difference. For those who sit all day on the phone, comfort and, above all, sound quality is important for them to make it through an entire day,” says Fredrik Prim, Product Manager, Brightpoint Sweden AB.

Before the implementation of the Jabra headsets, 95% of the employees used wired headsets of various brands. When they moved around the office to speak with a colleague or to retrieve documents from the printer for example, they were forced to put their conversations on hold.

### SWITCH TO WIRELESS HEADSETS

In February 2010 – Brightpoint decided to install Shortel desk phones with wireless headset Jabra GN9120. The employees could choose between Jabra GN9120 Flex or the Jabra GN9120 Flex Duo with double speakers. From now on all new employees will receive a Jabra GN9120 Flex.

The Jabra GN9120 Series is one of the most popular wireless headsets from Jabra – with noise-canceling microphone and built-in acoustic shock protection.

### COMPANY

Customer: Brightpoint Sweden AB  
 Web Site: [www.brightpoint.se](http://www.brightpoint.se)  
 Customer Size: More than 200  
 Country: Sweden  
 Industry: Telecommunications

### PROFILE

Brightpoint is a global supplier of wireless devices and customized logistics services within the wireless industry. The company has approximately 3000 employees in 26 countries. In Sweden, Brightpoint AB is one of the largest telecom distributors in the market with stocks in Gothenburg and sales offices in Stockholm.

### PRODUCT

**Products:** Jabra GN9120 Flex and Jabra GN9120 Flex Duo

**# of units:** 25

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Fredrik Prim, Product Manager  
 Brightpoint Sweden AB



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 YOUR SUCCESS IS OUR BUSINESS

*GN Netcom is a world leader in innovative headset solutions. GN Netcom develops, manufactures and markets its products under the Jabra brand name.*

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“We now have happy employees and customers because the sound quality is always perfect.”

Fredrik Prim, Product Manager  
Brightpoint Sweden AB



The talk time is up to 12 hours and the headset has an unparalleled range of up to 150 meters in open office environments. The headset has a conference feature which means you can connect up to 4 Jabra GN9120 headsets to the same base unit, and continue to talk with clarity from anywhere in an office environment.



#### INCREASED PRODUCTIVITY

“It has made a big difference for us since we started using Jabra headsets,” says Fredrik Prim, Product Manager at Brightpoint Sweden AB. “We now have happy employees and customers because the sound quality is always perfect.”

What’s more, efficiency and productivity has increased throughout the company because telephone conversations take less time due to fewer interruptions.

In addition to the superior call sound quality and headset comfort, Fredrik Prim emphasizes the noise-canceling capabilities, which eliminate surrounding background sounds for the person you are speaking with. In addition, the conferencing features enable a person to listen in on a conversation during a training session, for example.

#### UNIFIED COMMUNICATIONS SOLUTION

The Jabra headsets will work at Brightpoint Sweden AB together with the Shore-Tel IP telephone solution for Unified Communications. Unified Communications enables you to use a headset as a receiver, and with a superior headset, voice clarity in Unified Communications improves considerably. This is yet another important reason to choose a headset with good sound quality, and therefore why Brightpoint chose the quality headset solution from Jabra.

#### MORE INFORMATION

Please visit [www.jabra.com](http://www.jabra.com) for more information and e-mail.