

## Case Study

## Ordina Belgium

## Ordina Belgium and Plantronics Manager Pro Ensure Increased Efficiency and New Revenue Models

**THE CUSTOMER**

Ordina is the biggest independent information and communications technology (ICT) service provider in the Benelux with approximately 2,700 employees. The company designs, builds and manages ICT applications for the government, financial service providers, industrial companies and healthcare providers.

The Belgian arm of Ordina works closely with Plantronics and is both a reseller and user of the audio communications leader's solutions. For internal communications, Ordina Belgium uses Skype for Business and approximately 500 Plantronics communications devices.

In 2016, Plantronics Manager Pro was launched to the market. This Software-as-a-Service (SaaS) solution offers IT departments easy-to-use tools that manage the settings and firmware updates for all the communications devices within a company from one centralized place. Since the introduction of Plantronics Manager Pro, Ordina has been a value-added reseller of the offering. The company offers customers the solution as part of its unified communications (UC) applications and quickly noticed it could also get a huge amount of added value from using the solution itself.

**THE PROBLEM**

At Ordina Belgium, Internal IT and the Service Desk are responsible for purchasing and distributing the headsets. Each laptop that is handed out internally is supplied together with a headset. However, users themselves were originally responsible for keeping the firmware up-to-date. "This approach didn't seem to work so smoothly in practice", explains Gil Drossart, key account manager at Ordina Belgium. "Using the wrong firmware can mean that the

headset doesn't work properly. This increases the pressure on the internal IT department and can lead employees to stop using their headsets completely. But we didn't have any insight at all into who actually used the headsets, whether they had the right firmware or if they encountered problems."

**SOLUTION**

In order to improve management and increase insight, the ICT service provider chose Plantronics Manager Pro. This solution offers real-time insight into the headsets present, firmware status and usage. Plantronics Manager Pro also offers the possibility of providing the headsets with updates. "This feature immediately offered added value," explains Drossart. "Whereas in the past, users with firmware problems still had to go to the IT department with their headsets, now we're anticipating these problems. Thanks to Plantronics Manager Pro, rolling out the right firmware version for all types of headsets in the company is just a question of pressing a button. For the users the headsets simply work. The only thing they still have to think about is the battery life."

**DIFFERENTIATION**

Once the one-day implementation of Plantronics Manager Pro was completed, it was quickly clear that the added value of a headset mainly depends on the usage situation and the appropriate functionality for it. A wired headset with a USB connection provides less added value if the user spends a relatively long amount of time in the car, driving to see customers. This is why we chose a variety of headsets,

**Company Name:** Ordina Belgium

[ordina.be](http://ordina.be)

**Number of employees:** 2,700

**Sector:** IT service provider

**Plantronics Solution:** Plantronics Manager Pro for 500 headsets (Blackwire 310, Blackwire 320, Voyager Pro UC, Voyager 5200, Blackwire 710, Blackwire 720, Voyager Focus)

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### Ordina Belgium (*continued*)

which are geared to the employees' personal preference and working style. For example, with the wireless Voyager Focus recruiters can make professional calls and at the same time they have their hands free to type. The management team and sales employees often use Voyager 5200 or Voyager Legend so that they can also be contacted while they're on the road. Developers, who make fewer calls, often choose a multimedia headset.

Plantronics Manager Pro proves that this diversification of headsets strongly promotes their usage and thereby the usage of Skype for Business. The adoption rate for headsets is more than 90 percent. This is also thanks to the analytics and insights that Plantronics Manager Pro offers. Drossart says, "When people don't use their communications device, there's a good chance that something doesn't work properly or that it perhaps doesn't fit well with the individual's daily activities. In both cases, thanks to Plantronics Manager Pro, we can now deal with this proactively. We can resolve the problems remotely or offer another type of headset so that everyone has the optimum tools to do their work."

#### IN THE FUTURE

In the near future, the use of the management solution will be extended further. Drossart explains, "At the moment we're still in the initial phase and we're already seeing the benefits of the insight into adoption and centralized rolling out of firmware updates. Ordina also wants to move away from mobile calls and switch to using Skype for Business as much as possible. In order to see how this transition works, Plantronics Manager Pro offers perfect insight and the arguments for this transition. At a later stage we also see great added value in the features that offer insight into call quality."

#### NEW REVENUE MODEL

As well as being a user, Ordina is also a value-added reseller of Plantronics Manager Pro. This means that Ordina offers this service to its customers, as well as providing extra services. Jo Geeraerts, business unit manager, Business Platform Services at Ordina explains, "The Plantronics SaaS solution is a valuable addition to our service package because we can use it to make things even easier for our customers. Our customers want a total working UC solution with Skype for Business, but they don't always want extra hardware to manage. We can take over this management for them with Plantronics Manager Pro."

The solution is also used in order to demonstrate the success of implementations. Geeraerts explains, "For example, when we carry out a Skype for Business implementation for a customer, thanks to Plantronics Manager Pro, Ordina can monitor the hardware and use this to demonstrate the success of the implementation. This is similar to what we use the management software for internally. A customer for whom we recently implemented Skype for Business worldwide told us the other day how happy he was with the insight into different hardware, which is insight we wouldn't have been able to offer without Plantronics Manager Pro. It's a service that already provides huge traction in the market both in a stand-alone format and as support. Plantronics Manager Pro really is a win-win-win situation for us."

#### CONCLUSION

Thanks to Plantronics Manager Pro, Ordina Belgium is using its hardware demonstrably more efficiently. Employees no longer have to think about firmware updates and the adoption of UC is increased thanks to a differentiation in the hardware offering. In addition, this management software from Plantronics offers Ordina Belgium new revenue models and is complementary to the service package.