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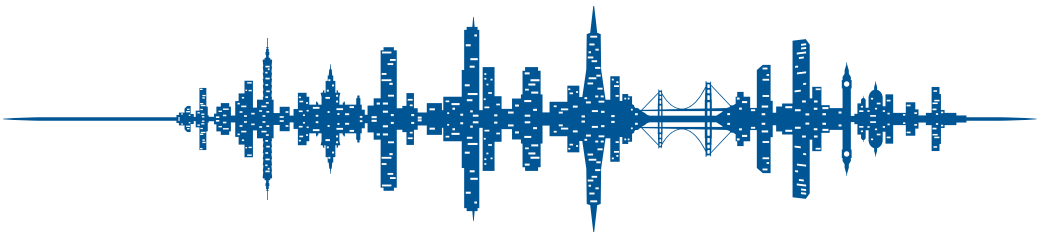
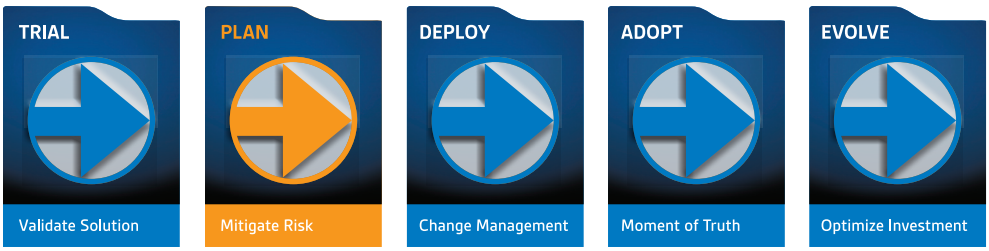


Smarter Working UC Toolkit
Global Deployment Workbook

Communications in today's enterprise are undergoing dramatic changes as a result of the convergence of computer and voice technologies. As corporations expand to meet global demand, the number of nationwide and even worldwide deployments of UC audio devices such as headsets and speakerphones are on the rise. As an IT manager, you understand that introducing new audio technology into your environment changes the way users communicate and work. Planning for that change and ensuring that each user obtains the appropriate device, on time and with the necessary support services, is key to success. However, planning a global introduction brings unique challenges such as international trade regulations, regional tariffs and pricing variations, and coordination of multiple distributors and system integrators.

In our experience, the introduction of UC audio devices into an organization usually follows the five steps shown in this figure:



Phases of a unified communications (UC) platform and UC audio device introduction

This workbook, along with the *Smarter Working UC Toolkit, Guidelines for Success* series, provides best practices for integrating new UC audio devices into enterprise environments. Smarter Working UC Toolkit, Global Deployment Workbook is a focused look at global deployments and helps you create a single, central repository of the key information needed to successfully implement a widely dispersed UC audio device installation.

Global Deployment Planning

When planning a large scale — multi-site or multi-country — deployment of UC audio devices, there are several key attributes of the UC audio device manufacturer to consider, in order to ensure an optimal distribution and installation process. In addition to the usual factors such as financial stability and a wide range of high quality devices, for a multi-location project you also need a company with the global infrastructure and resources to offer the following capabilities:

- Extensive experience with and understanding of the commercial and regulatory issues in the countries in which you are planning to deploy
- A wide portfolio of innovative, internationally compliant UC audio devices
- Close relationships with complementary, global partners (such as Microsoft®, Avaya®, Cisco®, or IBM®) to ensure the UC audio devices are compatible with local UC hardware and softphone systems
- A globally focused team to support every step of the engagement, from presales assessment to deployment and optimization
- A worldwide network of partners providing local technical support services and programs

RECOMMENDED BEST PRACTICES

In addition to selecting the appropriate UC audio device manufacturer, the following considerations can help ensure a successful multi-country and multi-site deployment.

Global Locations. As the name implies, global deployment involves shipping, installing, and supporting products and services internationally—in multiple countries. A list of the countries is the pivotal piece of information upon which all decisions are made. It determines the availability of products and suppliers and sets the timeline for product ordering and delivery. Each country's unique regulations, suppliers, currency, support infrastructure, and more will drive the decisions about your deployment at each location.

Global Product Pricing. A global deployment requires many financial considerations including import/export regulations, tariff variations, regional pricing and taxes, and currency fluctuations. These, and other, fiscal aspects of the project should be coordinated, and integrated into your plan. It is important to understand what items must be addressed in each geography, what the rates and duties are, and what is the most cost-effective strategy for acquiring and distributing the UC audio devices.

Global Distribution. Working with manufacturers that have the infrastructure to provide a global solution is invaluable to the success of your project. Depending upon the breadth and depth of their resources, acquisition and deployment of devices may be accomplished with a single partner, or it may require different distributors by region or country.

Consider the time it takes to accomplish the various phases of the distribution in different countries and regions. From the point when the order is placed, through shipping, to customs, to final delivery, these times can differ dramatically by geography. The manufacturer, along with a network of local partners, can help accommodate and coordinate these variances.

Global Product Availability. Different regions and countries require UC audio devices to meet a variety of standards and regulatory controls. For example, Bluetooth® and Digital Enhanced Cordless Telecommunications (DECT™) technologies are not approved for use in every country. In Europe, and some other countries, products are required to have European Conformity (CE) approval, ensuring they meet the applicable requirements of the EC directives. Your manufacturer should help you understand what rules are in effect at each deployment location and what products are available in those locations that meet each regulation.

Global Technical Support. In order to ensure the long term satisfaction of your users, it is important to know the availability of technical support services, the level of services, and how the services are delivered at each location. Research the local support resources, technical assistance expertise, and coverage, as well as services provided by regional and global partners. In addition, find out the details of the manufacturer's warranty policy and processes and if they can be customized for your specific needs.

Global Account Management. World-class manufacturers should have the infrastructure and expertise to simplify your global procurement process. For example, by designating a Global Account Manager, manufacturers can assist in managing the business relationship and help address your unique needs. Account managers can also help develop pricing schemes that apply to all your locations regardless of region or country. They can also help coordinate product deliveries to multiple, international sites, help you manage contractual engagements, and provide project and partnership reviews. Check if there are local account managers who can assist in implementing global policies and standards in each required country.

Planning for Success

By conducting a comprehensive assessment of the details of the UC audio device deployment, you can readily determine the issues that should be addressed and activities that should be performed at each stage of the implementation. You can identify the departments and organizations that are responsible for each facet of the deployment, what is involved at each step, and when it should be done. Completing the attached worksheet and sharing the information with your manufacturers and partners can significantly help the deployment process.

Global Deployment Worksheet

Planning a successful global deployment of UC audio devices can be made easier by compiling a comprehensive and detailed itemization of the major considerations of the implementation. Factors such as the locations where devices will be deployed, the number and types of users, the distribution schedule, the softphone platform to be utilized at each location, the purchasing channels, and more, should be determined and documented.

At the back of this workbook, the Global Deployment Worksheet is provided to assist you in gathering the appropriate data and information required for a global, multi-site deployment of UC audio devices. This worksheet has two parts: the *General Information Worksheet* and the *Site-specific Worksheet*. The worksheets are fillable, enabling them to be completed electronically, saved on your computer, and shared on-line. We recommend you complete one General Information Worksheet for the project and fill out one Site-specific Worksheet for each location where devices will be deployed. Contact your Plantronics representative for information on where you can obtain copies of the Site-specific Worksheet.

On the General Information Worksheet enter the high-level information for your organization's UC audio device deployment project such as the company name, contact, executive sponsor and a brief description of the project.

Using a separate Site-specific Worksheet for each location, enter the details of the deployment. This information includes local addresses and contacts, as well as UC audio devices to be deployed and partners that will assist in the delivery and installation. As an optional aid for determining the quantity of each type of UC audio device, list the number of each type of expected user. You can save the completed worksheet on your system.

The major types of users based on their communication related business functions and practices can typically be categorized as:

USER TYPE	DESCRIPTION
Private Office Worker (Executive)	• Majority of time is spent in office or traveling • For maximum flexibility, may require connectivity to multiple devices — PC, mobile phone and desk phone • Requires seamless transitioning between UC audio devices • Recommend providing top-of-line UC audio devices with advanced features
Traditional Office Worker	• Works majority of time in a fixed office • Needs ability to roam about the cubical • May require connectivity to desk phone, PC and mobile phone • Usually does not need a speaker phone
Hot Desk Office Worker	• Works without a fixed office • Works in multiple locations such as temporary offices, home, and hot spots • May require connectivity to PC and mobile phone
Remote Worker	• Majority of time spent in home or remote office • Manages multiple call sources and may require connectivity to landline, PC, and mobile phone
Mobile Worker	• Majority of time spent traveling away from the office • Works while constantly in motion — from home to office to meeting to airport to hotel • Mobile phone is main communications device, but requires PC connection also

When you have completed the worksheets, we recommend sharing them with your audio device manufacturer and assigned account manager as a reference and an aid during the deployment.

RESOURCE

Additional Planning Resources

The following resources, available at *plantronics.com/uctoolkit/plan*, provide supplementary information to help in the planning process.

PLANNING RESOURCES	
Planning FAQ	Provides responses and direction to typical questions IT organizations raise when planning UC audio device integration
Planning Guidelines for Success	Helps IT organizations prepare for the successful introduction of UC audio devices on a UC platform
Planning Checklist	Provides IT with a high-level list of items to consider when planning UC audio device integration
Planning Survey	Provides a list of suggested questions IT organizations can use to assess user UC audio device needs and environmental conditions
Wireless Voice in the Office Environment White Paper	A technology overview for IT organizations covering the most common wireless technologies used for UC audio devices
Wireless Voice Office Assessment Tool	An online tool that provides a recommended direction for an installation of DECT 6.0 wireless UC audio devices
Global Deployment Workbook	Guides IT tasked with global, or national, deployments of UC audio devices consisting of multiple locations

For more information, contact Plantronics at 1-855-UCTOOLS (1-855-828-6657) for US and Canada, or (001) 831-458-7628 (all other countries).

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Plantronics Global Deployment Worksheet
General Information

Company Name: _____

Address: _____

City: _____ **State/Prov/Reg:** _____ **Mail Code:** _____

Country: _____

Executive Sponsor: _____ **Phone:** _____

Email: _____

Project Contact: _____ **Phone:** _____

Email: _____

System Integrator: _____ **Contact:** _____

Phone: _____

Email: _____

Project Description:

Softphone Platform: _____

Total In-scope Users: _____

Estimated Start Date: _____

Account Manager: _____ **Phone:** _____

Email: _____

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Global Deployment Site-specific Worksheet

(Complete one Site-specific Worksheet for each deployment location.)

Company Name: _____

Site Address: _____

City: _____ **State/Reg:** _____ **Mail Code:** _____

Country: _____

Site Contact: _____ **Phone:** _____

Total Employees at Site: _____ **Email::** _____

Channel Partner: _____

Partner Contact: _____ **Phone:** _____

Email: _____

Plantronics Device: _____ **Quantity:** _____

Plantronics Device: _____ **Quantity:** _____

Plantronics Device: _____ **Quantity:** _____

Plantronics Device: _____ **Quantity:** _____

Notes:

(The following section may be useful to help determine the quantity of each type of device needed.)

User Type: _____ **Number:** _____

User Type: _____ **Number:** _____

User Type: _____ **Number:** _____

User Type: _____ **Number:** _____

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