



BUSINESS

# Success Story



## World-class manufacturer standardizes on Plantronics, the leader in Unified Communications audio devices.

**Foam Supplies, Inc.**  
[foamsupplies.com](http://foamsupplies.com)  
[ecomatesystems.com](http://ecomatesystems.com)

**Headquarters:**  
St Louis, Missouri, USA

**Industry:**  
Polyurethane chemical manufacturer

**Number of headset users:** 75+

**The Situation:**  
FSI has facilities in St. Louis, Missouri; Dallas, Texas; and Gujarat, India, and each has a separate phone system. To simplify and integrate phone systems, FSI deployed UC through Microsoft® Exchange and Lync®

**The Solution:**  
Plantronics Savi® Office, Voyager® PRO UC, and Calisto® 210

### BACKGROUND

Founded by David G. Keske in 1972, Foam Supplies, Inc. (FSI) is today the largest independent OEM polyurethane systems supplier in the United States.

FSI is dedicated to helping their customers produce better products and reduce overall costs through superior foam systems, equipment technology, and unparalleled technical support. The company has a proven track record in the marine, food service, transportation, construction, manufactured housing, packaging, refrigeration, rotational-molding, furniture, and track binder industries.

Throughout its history, FSI has developed several patents for chemical systems and dispensing equipment. FSI was recently awarded patents for a new generation of blowing agents trademarked ecomate® — a revolutionary expansion agent and family of polyurethane and chemical systems that do not cause ozone depletion, global warming, or smog.

### BUSINESS CHALLENGE

With an expansion at their St. Louis plant came the need for a third phone system. Instead, FSI decided to replace the disparate phone systems in their three facilities in favor of a more sophisticated, integrated Unified Communications (UC) solution. Once they decided to move to Lync, Todd Keske, FSI technology director, and IT consulting firm ATB Technologies began evaluating their options in order to select the

plantronics.



UC audio devices that would best match FSI's needs, while also accommodating varying levels of technical sophistication. Most companies evaluated were eliminated due to lack of integration with UC and Microsoft Outlook. Since 2007, FSI has standardized on Microsoft Lync and Plantronics audio devices.

"We chose Plantronics because I was familiar with their products, having previously purchased some at the recommendation of our IT vendor. Plantronics is a headset leader, and that's the level of quality we wanted," commented Keske.

#### **SAVI OFFICE AND VOYAGER UC PRO ARE A HIT WITH EMPLOYEES**

When it was time to choose Plantronics devices, Keske wanted to narrow the field. "We really tried to walk a mile in our employees' shoes before settling on three choices," said Keske. FSI offered a Plantronics Calisto handset for employees not comfortable using headsets; everyone else was given the choice of the Plantronics Savi Office or Plantronics Voyager PRO UC.

Savi Office integrates the desk phone and PC, making it easy for employees to initiate a call from their PC, then switch to an incoming call from their desk phone. With an advanced speaker design and a noise-canceling microphone, sound quality is very clear on both sides of the call.

Ever since employees started wearing Plantronics wireless headset systems, many have a hard time envisioning life without them. "In the past, a lot of people were very conscious about the band that went over their heads. But these headsets just go right on the ear. And they're light.

It's hard to know that they're there," remarked Keske.

With a variety of headset designs and wearing styles, FSI employees were also able to choose the Savi Office style and Voyager PRO UC over the ear style that were most comfortable for them. Most people who originally chose a traditional handset quickly requested a headset largely based on feedback from their peers.

#### **WIRELESS MOBILITY IS A WELCOME PERK**

For road warriors like FSI's technical service department, the Voyager PRO UC headset was the ideal tool. Plantronics' advanced sound features, such as dual noise-canceling microphones and wind mitigating technology, made it easy to hear and be heard in noisy environments. Wireless freedom was a big plus since the technical service department almost always works with their hands. And, wireless was also a benefit for office employees who often need to leave their desks and engage with other departments. As Keske pointed out, "There's no disadvantage to being untethered."

Post UC deployment, FSI has witnessed an increase in overall efficiency and a reduction in overhead. The company attributes those benefits to better call management and presence features incorporated into Plantronics software. For example, the software enables the Voyager PRO UC headset to sense a colleague's presence when that person is on a PC or mobile call. Knowing that in advance expedites communications.

© 2012 Plantronics, Inc. All rights reserved. Plantronics, the logo design, Calisto, Savi, and Voyager are trademarks or registered trademarks of Plantronics, Inc. All other marks are the property of their respective owners. 5/12



"The cost of Plantronics was insignificant comparatively. We looked at the price of the different options, but this is not a situation where we're going to be penny wise and pound foolish."

**– TODD KESKE,  
TECHNOLOGY DIRECTOR  
FOAM SUPPLIES**

