



BUSINESS

# Success Story

## Telecom Resources, Inc. utilizes UC and wireless headsets to keep Indianapolis Motor Speedway on track.

**Telecom Resources, Inc.**  
[www.tel-res.com](http://www.tel-res.com)

**Contact Center Location:**  
Indianapolis, Indiana

**Industry:**  
Telecommunications Consulting Firm

**Number of Headset Users:** 250

**The Situation:**  
In upgrading to Unified Communications (UC) the Indianapolis Motor Speedway (IMS) replaced IP desk phones with soft phones and high quality UC wireless headsets.

**The Solution:**  
Plantronics Voyager® PRO UC

### BACKGROUND

It takes a lot of planning and coordination to run a spectator sporting facility. For the fans, the only action that counts is on the track. Off the track, however, a hard working administrative and operational staff works collaboratively and efficiently to ensure that events run smoothly and provide superior entertainment.

In late 2011, the Indianapolis Motor Speedway retained Telecom Resources to assist in upgrading its 20-year old Nortel TDM desk phone and private line telecom system. "From the outset, the CIO emphasized the need for the right communication tool to help employees do their job and increase productivity, not just a new phone system," said Barb Grothe, Telecom Resources CEO and principal consultant.

Telecom Resources first conducted a telecom audit of the sporting facility and the requirements of its 400+ full time and 1,200+ part time employees. After reviewing the findings, the CIO chose Microsoft Lync UC Communicator because it was cost effective and offered advanced communications capabilities.

### BUSINESS CHALLENGE

Microsoft Lync running on laptops provided IMS with powerful collaboration tools. Staff members could invite colleagues to an impromptu audio or video conference via instant messaging and work together on documents via screen sharing.

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Plantronics Voyager® PRO UC

"The right communication tool for the right job...  
not just another phone system."

Telecom Resources and the IMS IT department determined that high-quality UC wireless headsets used with the Lync soft phone would further boost productivity. Hands-free employees could access information from their computers while on a call and walk around the office to retrieve a file or confer with a colleague without putting someone on hold.

Some employees also need to move between IMS buildings or onto the field as they prepare for and manage events. Wireless headsets would enable them to conveniently handle calls on their laptops or smartphones. This would eliminate the need and cost for IT to set up hard phones in the field to support event coordination and mini call centers to take food and beverage orders from suite holders.

After evaluating several wireless headsets Telecom Resources recommended the Plantronics Voyager PRO UC Bluetooth headset. It is lightweight and sturdy, has good sound clarity, and offers a 30-foot wireless range. It also can be paired with a smartphone for mobile employees.

Plantronics also had the industry standing and solid technology that Telecom Resources required. Having worked with Plantronics before, Grothe was confident she could rely on Plantronics service and support.

Grothe said that she appreciated the partnership offered by Plantronics Global Consulting team, which works closely with telecom consultants throughout a customer deployment. "It's a comfort to work with a company who thinks enough of telecom consultants to dedicate a person to provide that extra

level of support," she said. "When you are transitioning technology, you value all the help you can get from a vendor."

Still, how easily employees would take to the new phone solution was a concern, Grothe said. "We know that among certain employees, a desk phone is a security blanket," Grothe pointed out. The CIO asked employees to try the headsets for one week with the understanding they could switch back to their phones after that if they didn't like the new solution.

Ease of installation facilitated a rapid and successful adoption during the initial deployment period. Telecom Resources and the IMS IT department charged each headset so that employees simply had to plug the headset adapter into a USB port on their laptops, already loaded with Lync, and they were ready to go. Department heads also helped to champion the new solution. At the end of the trial period, no one asked to return to a traditional desk phone. Down the road, Telecom Resources plans to use the Plantronics UC Toolkit, which offers UC training tips, to help with adoption of all the headset features.

#### **VOYAGER PRO UC AND MICROSOFT LYNC MAKING WINNING TEAM**

With the UC deployment complete, IMS realized immediate productivity gains. It has never been easier for employees to stay connected while on the go between IMS headquarters and the track.

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"We were delighted to learn that we not only met but exceeded our client's expectations. We take it as high praise that the CIO said she hired us to remodel the bedroom and now we're helping them remodel the whole house."

**– BARB GROTHE,  
CEO AND PRINCIPAL CONSULTANT  
TELECOM RESOURCES, INC**

