



BUSINESS

Success Story

GlaxoSmithKline partners with Plantronics to design global deployment concept.

GlaxoSmithKline
www.gsk.com

Headquarters
Middlesex, United Kingdom

Vertical Industry:
Global healthcare company

Number of Headset Users: 1,400

The Situation:
Space and cost savings and increased collaboration are the goals of a GlaxoSmithKline (GSK) transition to open workspace environments.

The Solution:
Blackwire® 310, Blackwire® 420 and Savi® 440

BACKGROUND

GlaxoSmithKline (GSK) is a global research-based pharmaceutical and healthcare company with offices in 100 countries. It also is among a growing number of companies that are dramatically transforming their corporate office space to accommodate a changing workforce. Aided by today's technology, many employees no longer need to be located in the same seat all day.

To support the new flexible work style, a smart working office design is considered more practical than a traditional cubicle and office design. The new open environments save space and real estate costs and encourage more interaction and collaboration among employees when they are in the office.

GSK chose its Philadelphia Navy Yard office to convert to its first fully flexible work environment building. There, the company aimed to create a model office environment it could redeploy everywhere.

BUSINESS CHALLENGE

The Navy Yard building has a workforce of 1,300. GSK built out the new hoteling environment to support approximately 1,033 workstations organized into neighborhoods by job function, such as Pharmaceutical Sales, Core Business Service Center, Communications, Finance, and Legal. Each station includes a worktable, some of which are adjustable so employees can work either sitting or standing, and an

plantronics



Blackwire 310



Blackwire 420



Savi 440

This Navy Yard project is the model moving forward and illustrates that smart working is the right answer for GSK.

adjustable chair. There are also quiet rooms for employees to use when they require privacy. Employees are assigned to a neighborhood but not to a desk.

Innovation did not stop with the floor plan. GSK decided early in the planning stage to replace expensive desk phones with IP softphones. "Part of our unified communications (UC) strategy was to eliminate desk phones," said Charles Goodall, Manager, Technology Strategy and Architecture at GSK. "Most of our employees use their phones for conferencing or collaborating. Otherwise, they communicate with each other over Instant Messaging (IM) or email. We wanted to provide employees with soft phones to give them more flexibility, support their mobility and cut costs."

High-quality headsets were a key requirement of the new soft phone deployment. GSK considered a number of options and ultimately chose Plantronics for a number of reasons. First, the Plantronics product offerings aligned most closely with GSK's UC platform, which consists primarily of Cisco softphones, with Cisco hard phones dispersed sparingly for convenience or emergencies, and MS Office Communicator. Another consideration was Plantronics Spokes™ call control software which includes answer/end, volume adjust, and mute capabilities - ensuring individuals and companies receive the maximum communications benefits possible from their UC implementation and investment.

GSK selected Plantronics UC Blackwire corded headsets for the majority of its softphone users. The lightweight USB corded headsets optimize sound quality,

making it easy for employees to hear and be heard. Conversely, some work groups wanted wireless audio devices and made a compelling case. As an example, legal team members wanted the mobility to conduct many conversations in private. They requested wireless headsets so they could freely move from their open workspace to 'quiet rooms' built for private interaction without disrupting the continuity of a call.

GSK worked closely with Plantronics on a density study to determine how many wireless headsets the people-to-space ratio could support before Wi-Fi saturation and capacity became a problem. GSK chose the Plantronics Savi 440 as its wireless solution for select groups. The Savi 440 uses Digital Enhanced Cordless Communications (DECT™) technology, a voice-dedicated frequency which blocks out interference from wireless networks or other devices that operate using a wireless frequency.

During deployment, Plantronics assisted GSK's in-house communications and training department. In particular, Plantronics knowledge of user headset and soft phone behavior was extremely helpful in training the GSK employee trainers. Plantronics also worked with the GSK staff to customize the Plantronics UC Toolkit video and PDF training resources to accelerate UC headset adoption, saving GSK time and money.

"Early results indicate that users love the new office space because they can work anywhere and the innovative technology is making it possible for them to work more efficiently," Goodall said.

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"The GSK Navy Yard building will set the tone for our smart working environment moving forward, and this was a great opportunity for GSK to strategically partner with Plantronics as headsets are a vital technology component in our smart working and Unified Communications strategies moving forward."

— CHARLES GOODALL,
MANAGER, TECHNOLOGY STRATEGY AND
ARCHITECTURE, GLAXOSMITHKLINE

