

Case Study

Plantronics Manager Pro Services Analytics

Adding value to the customer offering and expanding the business model.

COMPANY BACKGROUND

Globe Systems is a Plantronics headset expert and channel partner, located in Aarhus, Denmark, with sales offices in Copenhagen. Founded in 1999, Globe Systems has grown from one person to 35 employees today. Globe targets large enterprises, and are dedicated to the top 500 Danish companies. They are committed to creating a superior sound experience in the office, and this has been driven by customer demand. Globe Systems has been a Plantronics Approved Partner since 2003. In addition to Plantronics headsets, they currently resell Jabra, Logitech, and their own headsets.

THE BUSINESS PROBLEM

A major business issue Globe Systems came across was that if they were simply going to resell headsets, they would have stiff competition. They needed to find a way to make themselves unique, and differentiate themselves from their competitors to come out on top. In their managed services business model, they bundle the as-a-Service concept to each customer, making it a custom set-up for each customer and bundling the analytics and services they need, with the headsets themselves.

THE SOLUTION

At the outset of their partnership with Plantronics, Globe Systems decided not to pursue a competitive evaluation. This was because they were young and new and needed to offer all brands to ensure early customer satisfaction. But over time, Globe Systems came to see that Plantronics was the most valued vendor in their program.

When Plantronics Manager Pro first became available, Globe Systems saw that becoming a first mover in services analytics would really make a positive difference for them. They understood that services analytics would be of significant demand in the market and saw that they needed to be on the first wave of this change to stay ahead of their competition.

Globe Systems realized that with Plantronics Manager Pro, they could now offer a complete, system-level solution to their customers if they took the short amount of time necessary to learn how the software works. They saw new features made available by these business analytics that would make a difference at customer sites and enable Globe to offer something new and needed to their customers, bundled with headset orders.

Globe Systems: www.globesystems.dk

Location: Denmark

Industry: Telecommunications

Employees: 35

Deployment: Unified Communications

Globe Systems

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The Asset Analysis suite in Plantronics Manager Pro is very easy for Globe Systems customers to install and update. IT managers could do basic updates prior to having the Asset Analysis suite, but managing the headset deployment was new to them, and very beneficial. Seeing how many headsets are being used is valuable to them for the purposes of planning and allocation.

Dennis Ravnborg, director of sales at Globe Systems Systems says, "Offering Plantronics Manager Pro has definitely helped change the Globe Systems business model for the better. We are able to offer more of what our customers want, and we are integrated more closely with them. At Globe Systems, we have a Plantronics Manager Pro expert; a dedicated person for our sales force to go to with questions, which in turn benefits our customer base."

Mr. Ravnborg continues, "We have built a huge part of our business together with Plantronics. They are definitely a huge part of our success. We would not be in the same place we are now if we didn't have this relationship. We see Plantronics as a partner in our business, and our work together has been great. It's a good cooperation. We are also very happy about the fact that we are involved in the development of the software and that we can bring ideas to you."

CONCLUSION

Globe Systems has successfully come out on top of their competition as a result of offering Plantronics Manager Pro services analytics to its customers along with headsets. Their business model has expanded from being a Reseller to being a Managed Service Provider, adding value for customers, and positively differentiating Globe Systems from its competitors.

