



PLANTRONICS
SOUND INNOVATION™

Voice over Internet Protocol (VoIP) for Unified Messaging

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→ ● • • → **Enterprises and Road Warriors Gain
Integrated, Simplified Communications**

CHALLENGE

Professionals today are communicating with co-workers and customers using countless technologies, including voice, fax and e-mail—and chances are they employ a different tool for each, with additional devices for travel. According to the Pew Internet Project, nearly 98 percent of employed Americans with Internet access (over 57 million people) use email at work. With the average employee sending and receiving more than 200 emails per day, not to mention the estimated 9 trillion minutes people spend on the phone each year, organizations must help workers consolidate and manage their communications or face decreased productivity. But how?

SOLUTION

Unified messaging (UM) is a method of consolidating email, fax and voice messages into a single “mailbox” that can be accessed at any time, from any device, anywhere. Voice over Internet Protocol (VoIP)—a process that converts voice into digital data packets and transmits it over the Internet—enhances UM, allowing users to better hear and respond to the messages they retrieve. Collecting messages from a VoIP-based messaging system also reduces the costs of accessing voicemail via traditional methods like a landline telephone. Professionals can take advantage of UM over VoIP with software, a broadband connection, a communications headset and either a laptop, personal computer, PDA or mobile phone. For example, a user can access the UM system remotely, using a mobile phone and headset to listen to e-mails that have been translated into audio files by UM software, and then respond to them via voice. The recipient gets an e-mail that includes a WAV file, which can be played through a PC headset or computer speakers. With UM, response time and efficiency are improved for everyone.

BENEFITS

UM simplifies communications by enabling professionals to manage varying message formats with a single device, either in the office or on the road. Voice quality, processing speed, memory capacity, broadband adoption/availability and other factors that enhance VoIP have dramatically improved in the past few years, providing the ideal platform for UM messaging applications. VoIP is cost-effective, allowing enterprise users to send and receive voice and fax messages over existing data, or digital, lines rather than conventional telephone lines. Mobile professionals can take advantage of flat fee Internet access—offered in most hotel rooms, airports and even coffee shops—and access all types of messages from their laptop or IP phone without incurring long-distance tolls from carriers. Overall, businesses can streamline and gain greater control over communications processes, save time and money, and significantly increase productivity—regardless of the employee’s location. A 2003 study by COM group, an independent telecom consulting firm, found that mobile professionals who utilized UM experienced a time savings gain of 70 percent, in comparison to the traditional method of checking messages.

MARKET OPPORTUNITY

Enterprises are increasingly taking advantage of the benefits of UM. In fact, Frost & Sullivan's report on North American UM enterprise solutions reveals that revenues in the industry totaled \$156.5 million in 2002 and are projected to reach \$677.6 million by 2009.

PLANTRONICS ENHANCES UNIFIED MESSAGING

Plantronics headsets blend the benefits of numerous voice technologies to digitally enhance VoIP audio performance, enabling professionals on the road and in the office to achieve unmatched audio quality for their VoIP applications. The company's VoIP platform employs technologies such as digital signal processing (DSP) to analyze and enhance digital signals, acoustic echo cancellation to eliminate echoes even at raised transmission levels, and Call Clarity™ technology to enhance transmission and reception quality for crystal clear sound.

Plantronics has developed a range of headsets that support VoIP applications. Users who prefer a corded headset can employ Plantronics' DSP Series headsets, which utilize the digital/USB interface in a PC to modify and enhance the digital audio stream, as well as Plantronics' .Audio Series of analog headsets that connect to the PC through the sound card. Mobile users gain increased flexibility with Plantronics' M3500, a Bluetooth headset that delivers superior audio quality in noisy environments, and its award-winning M3000, a Bluetooth headset for users who require maximum talk and standby time.

Plantronics has a full range of headset solutions to meet any user's needs, whether for UM or another VoIP application. Visit www.plantronics.com to find the solution for your business.

Sound innovation for missions to the moon. And for everyday life on this planet, too.

In 1969, a Plantronics headset carried the historic first words from the moon: "That's one small step for man, one giant leap for mankind." Today, we're the headset of choice in mission-critical applications such as air traffic control and 911 dispatch. This history of proven sound innovation is the basis for every product we build—whether it's for work, for home or on the go.

