



Enterprise

▶ Daily Use

- Internal communications
- External communication

▶ Solution

- Polycom® KIRK® 5020 Handset
- Polycom KIRK Wireless Server 600v3

▶ Results and Benefits

- Cost savings
- Flexible and reliable system
- Mobility around the office

▶ Polycom® KIRK® Wireless Solution Is Music to Bang & Olufsen's Ears

A Polycom® KIRK® DECT wireless telephony solution is supporting mobile staff at Bang & Olufsen (B&O) in Denmark and around Europe by enabling roaming communication that improves efficiency and controls telephony costs.

In 2007, Peter Larsen, Senior IT Director at B&O, was charged with the task of completely overhauling the vintage analogue telephone system.

"The old, wired telephone system was starting to restrict us and the cost of running it was increasing," Peter Larsen explained. "We knew the technology had long since moved on and were keen to find a flexible, low-cost, low-maintenance, flexible replacement."

A World-Renowned Company

With headquarters in Struer, Denmark and 35 national sales offices around the world, B&O have long been famous for its distinctive and exclusive range of televisions, music systems, loudspeakers, telephones and multimedia products. The company employs over 2,550 staff and sells products in more than 100 countries throughout the world. The requirement to maintain optimum communication between all members of staff was critical.

"We considered the cell phone option as well as IP telephony, but found both technologies either unstable or not cost-effective enough for our purposes," Peter Larsen continued. "What seemed natural for us was to consider the wireless handset option."

A Successful Collaboration

B&O had long been collaborating with the DECT (Digital Enhanced Cordless Telecommunications) telephony company, KIRK Telecom, to develop and improve its own wireless telephone products. Since KIRK is now part of Polycom, the world's leading provider of unified collaborative communications solutions, Polycom KIRK products were high on the list of options for the B&O communication solution. As a result, Danish Polycom reseller, NetDesign, was called in to plan and execute the implementation throughout the B&O operation.

In what was to become the largest implementation of its type for Polycom, nearly 1,400 KIRK 5020 Handsets were licensed to B&O users throughout Denmark and Europe along with approximately 120 base stations. The installations were based on the KIRK Wireless Server 600v3.

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Peter Larsen, Senior IT Director, Bang & Olufsen

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Peter Larsen, Senior IT Director, Bang & Olufsen

A Polycom Product to Suit

The KIRK Wireless Server 600v3 operates the Polycom KIRK Base Stations via B&O's IP LAN. Each KIRK Base Station covers a circular area of up to 600 meters and controls the traffic channels in the air and operates as the link between the KIRK Handsets and the KIRK Wireless Server 600v3. Furthermore, while there is a KIRK Handset for every possible requirement, the KIRK 5020 was chosen because it is configured for mobile workers in an administrative environment. This elegant yet robust handset has a large colour display and an intuitive menu structure that make it the preferred choice for mobile workers at the B&O sites throughout Europe.

“NetDesign began the project in September 2007, concentrating at first on our main campus at Struer,” Larsen testified. “Once that was in place, we rolled out the mobile communication model to our other site in Denmark as well as our production facility in the Czech Republic and three of our national sales offices in Germany, the Netherlands, and Spain.”

A Successful Implementation

Bo Jordansen, Polycom Account Manager, helped ensure that the implementations progressed satisfactorily and, with such a large campus at Struer and over 700 users, extra care had to be taken at this site in the positioning of over 80 KIRK Base Stations to eliminate blind spots and ensure optimum coverage.

Bo Jordansen added, “The typical configuration at each site involves a KIRK Wireless Server 600v3 plus multiple KIRK Base Stations to achieve comprehensive wireless coverage. Each user is assigned a KIRK 5020 Handset number which can roam anywhere on the local site or, indeed, any of the other B&O sites around Europe should the user visit them. This configuration gives B&O maximum flexibility, stability, and simplicity.”

Simpler Telephony Management

Now, instead of having to rewire a landline and reassign the extension number when an employee moves location or leaves the company, the Polycom KIRK Handset stays with the user or is simply passed on to the next.

Reporting on the success of the implementation Peter Larsen at B&O commented that, after initial fine-tuning of the system, they haven't experienced any instability or drop-out calls in the system since the initial installation and trials on the Struer campus.

Peter Larsen concluded: “The Polycom KIRK implementation has met all our criteria for success. We not only have a lower cost curve for our telephony overheads but also benefit from the flexibility and simplicity the system offers. It's a really low-maintenance system with the result that we spend less time problem-solving and supporting it.”

Such was the scale and coverage of this implementation that Peter Larsen admitted to having no plans for further deployments in the foreseeable future. Polycom KIRK will keep B&O talking for many years to come.

Learn More

Polycom, Inc. is the global leader in telepresence, video, and voice solutions and a visionary in communications that empower people to connect and collaborate everywhere.

Visit www.polycom.co.uk to find out how Polycom solutions can benefit your organisation.

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