

BANG & OLUFSEN



Industry

Enterprise

Daily Use

- Internal communications
- External communications

Solution

- Spectralink DECT solution

Results and Benefits

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

“The Spectralink DECT implementation has met all our criteria for success.”

—Peter Larsen
Senior IT Director, Bang & Olufsen

Spectralink Wireless Solution is Music to Bang & Olufsen’s Ears

A Spectralink DECT (Digital Enhanced Cordless Telecommunications) 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

The Spectralink DECT solution was high on the list of options for the B&O communication solution. As a result, Danish 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 Spectralink, nearly 1,400 Spectralink DECT handsets were licensed to B&O users throughout Denmark and Europe along with approximately 120 base stations.

A Spectralink Product to Suit

The Spectralink DECT server operates the Spectralink DECT Base Stations via B&O’s IP LAN. Each 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 handsets and the server. The Spectralink DECT solution was chosen because it is configured for mobile workers in an administrative environment. This elegant yet robust handset has a large color display and an intuitive menu structure that make it the preferred choice for mobile workers at the B&O sites throughout Europe.

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“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, Spectralink VP of EMEA Sales, 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 Spectralink Base Stations to eliminate blind spots and ensure optimum coverage.

Bo Jordansen added, “The typical configuration at each site involves a Spectralink DECT server plus multiple Base Stations to achieve comprehensive wireless coverage. Each user is assigned a 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 Spectralink DECT 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 dropout calls in the system since the initial installation and trials on the Struer campus.

Peter Larsen concluded: “The Spectralink DECT 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. Spectralink will keep B&O talking for many years to come.

To find out how Spectralink can help your organization, visit us at spectralink.com or speak with a Spectralink Account Representative.

About Spectralink

Spectralink, a global leader in wireless solutions, solves the everyday problems of mobile workers through technology, innovation and integration that enable them to do their jobs better. By constantly listening to how customers move through their workdays, Spectralink is able to develop reliable, enterprise-grade voice and data solutions and deliver them through a powerful, durable device.



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