

Case Study



Plantronics Manager Pro

Expanding from reseller to managed service provider with business intelligence.

COMPANY BACKGROUND

CloudAssist is a managed services provider (MSP) that migrates businesses to the cloud to save on costs compared to traditional IT, and then assists their users to gain the most from their investment in the cloud, especially in the areas of productivity, security and business intelligence. Located in Limerick and Dublin, Ireland, with an office in the UK, CloudAssist enhances their clients' efficiency potential by offering Plantronics Manager Pro's business insights to their customers. The company has been a Plantronics Approved Partner for nearly three years.

THE BUSINESS PROBLEM

CloudAssist began their journey with Software-as-a-Service (SaaS) by using traditional hardware and software that they hosted in the cloud for enterprises including Voice over Internet Protocol (VoIP) solutions. By 2011, the company could see how offering it was going to become a major way for them to differentiate themselves from their competitors. The company began offering a Microsoft Office 365 cloud service including Skype for Business.

But, because different customers had headsets from different vendors, CloudAssist was faced with the challenge of ensuring that their customers' call audio connection was going to work every time, and if not, that would mean a poor experience with the offering. They could not solve their problem without figuring out how to ensure call quality for their customers.

THE SOLUTION

CloudAssist went through all the typical new-product challenges when they began to offer and position SaaS, and in the end concluded that it should not be sold like traditional IT solutions; it should be delivered using a user-assistance model. This would be both for administrators and end-user adoption, while improving the quality of the SaaS experience for the user by proactively identifying issues and conflicts. So, CloudAssist now adds value to their customer offering with Plantronics Manager Pro.

Plantronics Manager Pro v3.9, which provides operational, historical, and contextual data on voice interactions and headset usage patterns with the subscription to new analysis suites. With Plantronics Manager Pro, customers and

CloudAssist: www.cloudassist.ie

Location: Ireland

Industry: Consulting--Systems Integrator

Employees: 8

Deployment: Subscription Software Services

CloudAssist

CloudAssist Case Study

channel partners can use powerful services like data analysis and business intelligence to easily understand trends, evaluate options, ensure compliance, and make better decisions so their enterprise runs smoothly. They can also predict and prevent problems before they occur in a fraction of the time it would take with outdated methods, and help ensure high quality customer interaction.

Plantronics Manager Pro utilizes a cloud-based architecture to ensure the quality of communications and collaboration experiences by assuring device health, measuring usage dynamics, and safeguarding users. With some of CloudAssist's customers using low-quality headsets, some users were suffering from poor collaborative experiences. Plantronics Manager Pro can fix this poor experience by helping monitor, manage, and maintain audio endpoints, and providing powerful services like data analysis and business intelligence so Cloud Assist can easily understand patterns, evaluate options, ensure compliance, and make better decisions so their customers' businesses run smoothly. The software can also predict and prevent problems before they occur.

CloudAssist always tries to get a Plantronics Manager Pro trial of the service in with any headset order. This helps with customer uncertainty of a new SaaS offering. With the Plantronics Manager Pro trial, the IT manager at the customer site gets some experience using it and seeing results. As a managed service provider (MSP), they then know the client is using the customer-enabled headsets, and because of the information the IT manager can get from Plantronics Manager Pro, they receive less support calls.

Sean Brady, Head of Business Improvement at CloudAssist says, "As an MSP, CloudAssist does not approach a deal by selling only features. We are always trying to foster a long-term, consultative relationship with our customers. The three-year subscription offering of Plantronics Manager Pro is a great way to approach that in the pre-sales process. Within that three-year timeframe, we look at a roadmap of phases we'll try to achieve during that time. We add value by aligning with the client

business objectives and offer a value proposition specific to them. With a longer amount of time to work with our customer, we can break things down into achievable milestones and then are able to show the client results especially for unified communications (UC) adoption."

Sean continued, "With the Usage Analysis module in Plantronics Manager Pro, we're able to have powerful business intelligence discussions with our customers. We're offering a way for user behavior to change because we'll be able to show the client how they are using their hardware. We'll be able to show things like whether the user has the right device for the application and enhance their Skype for Business presence status with mobile call awareness. In the contact center space, we'd like to see how we can offer this business intelligence as an MSP offering to customers who already have headsets while assisting with call compliance. We hope to progress even further offering this business intelligence, and Plantronics is creating a lot of that opportunity with the new Plantronics Manager Pro reports."

CONCLUSION

Plantronics Manager Pro has allowed CloudAssist to provide a value-add service to solve a number of issues for their clients when managing headsets with firmware updates and policies, no matter where the user is located in relation to the administrative staff. CloudAssist sees the significant value in the business intelligence generated by the comprehensive usage reports in Plantronics Manager Pro that will allow them to further assist UC adoption with their clients using this SaaS offering from Plantronics.

