

## WIRELESS JABRA AUDIO SOLUTIONS TOP OFF UC SOLUTION AT THE BITBURGER BREWERY GROUP

When introducing integrated telephone equipment throughout the entire Bitburger Brewery Group, the German company opted for Jabra's professional audio solutions: The USB headsets and the hands-free equipment allow employees to communicate in an easier, more effective and more ergonomic way. With Jabra you can hear the advantages of the UC application.

### SITUATION

The Bitburger Brewery Group, located in the Eifel region, is one of the leading brewery groups in Germany. With business sites in five German federal states the company employs 1,700 members of staff. In 2014 the brewery decided to introduce a new telecommunications infrastructure. The infrastructure was to replace the old, heterogeneous equipment, which required intensive maintenance. The company opted for a unified communications (UC) solution: Based on the virtual Citrix desktop environment, the company works with Thin Clients and the innovaphone UC-Client myPBX. Additionally, innovaphone IP telephones of the type IP232 are used.

Thanks to introducing UC, Bitburger is well equipped to meet the increasing demands of modern everyday office life: Presence and mobility functions, chat, conference options as well as screen sharing offer employees the ideal support and help optimise business processes. In order to take full advantage of the unified communications solution the brewery opted for UC optimised headsets: The headsets form the interface between technology and humans. Thanks to a precise and authentic voice transmission the headsets allow users to experience the entire range of the UC functions.

### PUT TO THE ACID TEST

In order to make their own impression of the UC headset solutions suitable for the new TC infrastructure, the project managers responsible at Bitburger Brewery Group requested test models from various leading headset providers. "A group of roughly 30 colleagues from the management and the IT department put the headsets to the acid test," Joachim Schmitz, project manager at Bitburger Brewery Group, remembers and explains the reasons for the deci-

### COMPANY

Customer:	Bitburger Brewery Group
Website:	<a href="http://www.bitburger-international.com">www.bitburger-international.com</a>
Country:	Global
Industry:	Brewery

### PROFILE BITBURGER BREWERY GROUP

The Bitburger Brewery Group is a family-owned enterprise and now managed by the seventh generation. The brewery includes the brands Bitburger, König Pilsener, Königsbacher, Köstritzer, Licher, Nette and Wernesgrüner. Moreover, the company has a sales partnership with Benediktiner Weißbräu GmbH. With a total of 7.2 million hectolitres produced in 2014 the company group is one of the leading brewery groups in Germany.

### BUSINESS CHALLENGE

When introducing a UC solution for the entire Bitburger Brewery Group, the company opted for Jabra's professional wireless audio solutions: The headsets and USB conference solutions form the interface between technology and humans. Thanks to a precise and authentic voice transmission the headsets allow users to experience the entire range of the UC functions.

### PHONE SYSTEM

Virtual Citrix desktop environment with Thin Clients  
innovaphone UC client myPBX  
innovaphone IP telephone type IP232

### JABRA SOLUTIONS

Jabra PRO™ 930, Jabra Speak™ 410

### BUSINESS BENEFITS

- Precise and authentic sound
- Seamless integration in the UC solution
- Investment-safe solution
- Efficient and ergonomic working environment
- Mobile availability in the office and on the go
- Fast return on investment

### MORE INFORMATION

For more information visit: [www.jabra.com](http://www.jabra.com)



**“The Jabra headsets top off our UC solution; thanks to clear conversations also outsiders can hear the investment; the seamless integration ensures an intuitive handling of the headsets.”**

Joachim Schmitz, project manager at Bitburger Brewery Group



sion: “The ergonomic aspects of headsets, especially if they are wireless, improve the functionality of the innovaphone telephones. When using headsets, employees can move freely and are not confined to their chairs. Since we wanted to use the headsets primarily in open-plan offices they also had to have noise-filtering features.”

#### **BENEFITS**

It soon became clear that the tested headsets provided by the audio expert Jabra - the wireless USB headset Jabra PRO 930 and the hands-free solution Jabra Speak 410 - were convincing in every aspect: “After the successful implementation we were immediately able to use the Jabra headsets in a test run,” Joachim Schmitz says. “The headsets scored with their ergonomics, their good acoustics and easy handling. Their high performance and attractive price made the decision easy”.

The Bitburger Brewery Group uses the Jabra PRO 930 headsets in a classic office environment but also in other environments where employees often use the phone, such as in telephone exchanges. The wireless DECT headsets are connected to the innovaphone IP telephones via their USB-interface. They transmit crystal clear phone calls, conference talks, live presentations, and other multimedia applications in the expanded frequency range of up to 6,800 hertz.

For the conference room, the Bitburger Brewery Group opted for the compact USB conference solution Jabra Speak 410: It replaced the sound stations used so far. “With the high-performance hands-free solutions we cost-efficiently cover the conference function, but also offer mobile communication”, Joachim Schmitz says and adds: “General

managers and division managers like to use the Jabra Speak 410 on the go to take part in conference calls”. Thanks to plug-and-play the headset is easily connected to the USB port. Together with the UC client myPBX it can be used instantly.

#### **JABRA CUSTOMER SERVICE: QUICK, COMPETENT AND RELIABLE**

The professional Jabra audio solutions top off the UC solution at the Bitburger Brewery Group and allow employees to work in a more efficient, ergonomic and mobile way. Therefore, the feedback is entirely positive: “We are very pleased. The Jabra models top off our UC solution; thanks to clear conversations also outsiders can hear the investment.”

Special praise is due to Jabra’s customer service: “The Jabra employees are readily available or stop by if needed. If a device doesn’t work flawlessly, the competent technical hotline staff is here to help. This allows us to correct the error in no time. The devices had to be changed only in few cases - and this was possible without problems”, Joachim Schmitz says.

Also in the future Bitburger will rely on Jabra headsets: “We will soon implement UC at two further business locations. We are already testing the binaural models Jabra PRO 9450 and PRO 9460 especially for sales and distribution”.