



## Case Study: Plantronics, Inc.

### plantronics<sup>®</sup>

#### About Plantronics

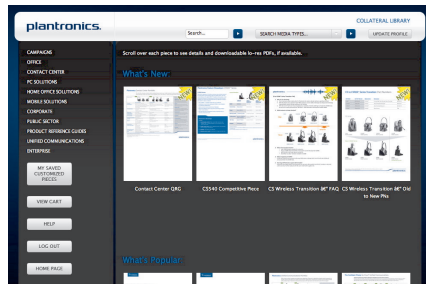
After introducing the first lightweight communications headset in 1962, Plantronics, Inc. is now the world's leading designer, manufacturer and marketer of communication devices. Their products are used globally by everyone from pilots, astronauts and 911 emergency workers to 100% of the Fortune 100. Plantronics is the choice for everyone united by digital technology and the human need to communicate.

#### The Challenge

Plantronics needed to make significant enhancements to their existing marketing portal to include single sign-on access with integration to corporate selling initiatives, all delivered with secure controls for accessing, ordering and printing customized sales and marketing collateral.

#### Developing a Solution

MultiAd was selected to deliver a solution to Plantronics based on their ability to handle the complex nature of integrating with other core Plantronics enterprise sales systems. A solution was created that worked seamlessly with MultiAd's on-demand and sheet-fed printing capabilities to allow for printing and fulfillment of completed marketing collateral. The interface provided a single sign-on for users, creating a comprehensive sales and marketing portal.

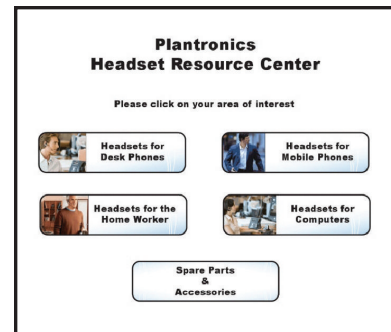


Following the initial launch of the project, Plantronics had an additional opportunity to present their clients with customized websites for researching Plantronics' headsets—The Plantronics Headset Resource Center.

The development of the second phase posed numerous challenges. MultiAd had to balance a generic interface that could be utilized by any of Plantronics' corporate clients while delivering specific content to each client. Additionally, the solution had to be dynamic so that any changes in programming and content would be implemented throughout all existing sites.

#### Offerings

Using the new solution, Plantronics' sales staff and distributors have the ability to customize marketing collateral for their specific needs. Upon completion of the collateral, users are able to download immediately or send to MultiAd for print and fulfillment.



The Plantronics Headset Resource Center allows Plantronics' internal sales support team to create a customized website for a

specific client based on their current communications system, featuring only pre-approved headsets. The site generates a wish-list for approval by the client's purchasing department.

#### Results

Using customized statistics, Plantronics is able to determine the collateral utilized in the field. The Plantronics Headset Resource Center is currently deployed in several of Plantronics' Fortune 100 clients.

