

# SMARTER WORKING

WHENEVER. WHEREVER. HOWEVER.

**plantronics**<sup>®</sup>  
Simply Smarter Communications<sup>™</sup>



**iPAD VERSION CLICK HERE**  
iBooks 2 required



# THE WORK FORCE DEFINES THE WORK PLACE

Welcome to the next age of work.

Today's workforce is very different from what it was just five years ago. The idea of employees, in one office location, sitting at their desks from 9 to 5, seems almost quaint. With new technologies that enable greater mobility, the concept of a traditional workforce has changed forever. And this change isn't isolated to just one segment or industry — it crosses geographic, generational, and cultural lines. As a result, companies are being challenged to rethink their assumptions regarding workplace environments and behavior. Put simply, it's a global business phenomenon that leading enterprises call *Smarter Working*.

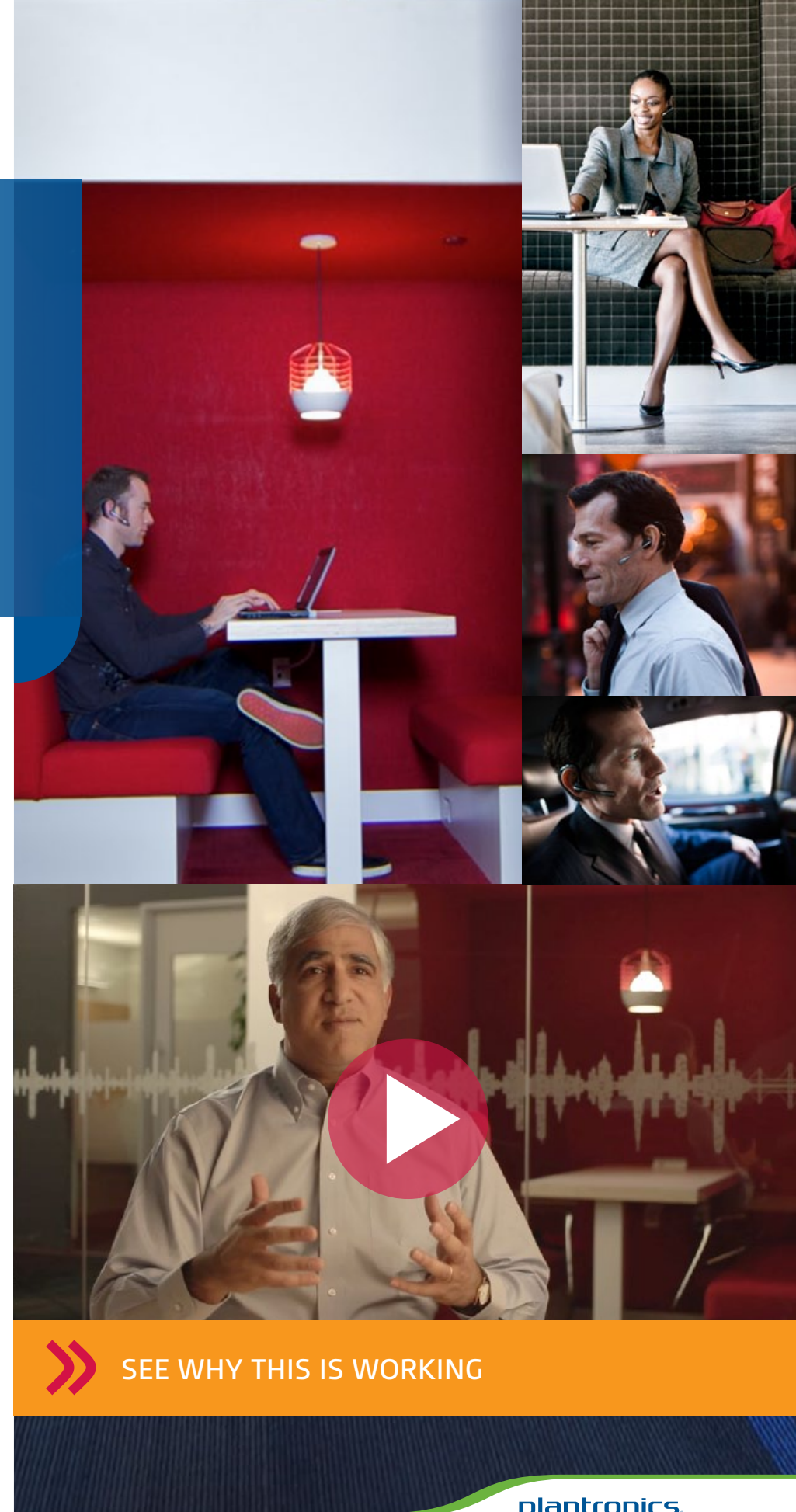
---

Smarter working is changing the way businesses think about:

Location: "Work happens everywhere."

Technology: "Communications are woven into everything we do."

Humanity: "Creativity is a function of workflow."



SEE WHY THIS IS WORKING

plantronics.

SOMETIMES ALONE. SOMETIMES TOGETHER. ALWAYS PRODUCTIVE. The newest generation of professionals often lives a borderless life and comfortably so. Work is a state of mind rather than a place to go in order to complete a task. A workspace needs to be flexible and allow these professionals to be connected and mobile as well as collaborate and innovate.

**COLLABORATION.  
NOT CONVENTION.**

The right kind of teamwork can kickstart collaboration. And while organizations need to encourage teamwork, they also need to make sure that it doesn't stifle individual initiative and independent thought. Smarter Working aims to create an environment where social interaction is spontaneous, spaces where ideas can "cross-pollinate" on a daily basis. In short, a place where the ideas of both the individual and the group are nurtured.

**PRIVACY. NOT ISOLATION.**

Even the most collaborative people need their own space to be productive. Traditional office structures — one employee, one office — are rigid and can put a drain on resources. But with a little planning, private spaces can be created that allow for a moment of peace at a moment's notice. People can have the privacy they need without being completely isolated.

**SPACE FOR EVERYONE.**

Smarter Working redefines the workplace by creating spaces that accommodate different styles of working. Throughout the day, a person might switch from individual work to group tasks. What is required? A traditional conference room? Or casual, comfortable chairs set up around collaborative tools like video conferencing and white boards? Office design must be dynamic and responsive, meeting the needs of each style, enhancing both individual and group productivity.

# THERE'S MORE THAN ONE WAY OF DOING THINGS



SEE WHY THIS IS WORKING



plantronics



# TECHNOLOGY SERVES THE PEOPLE — NOT THE BUSINESS

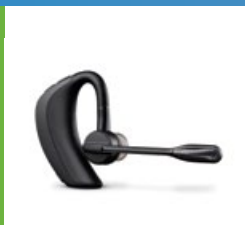
## INTEGRATING ALL OF YOUR WORKSPACES WITH A SEAMLESS SYSTEM.

It happens all the time: A participant on a conference call is on the move. But instead of being enabled by technology, the person is constantly chasing the call — from home office, to mobile phone, to a headset, to a conference room. Multiple devices, forgotten passcodes. And, worst of all, crucial conversations lost. The irony of all this technology is that it carves up our day, creating inefficiency, extra cost, and frustration. Smarter Working examines the way people work and then equips them with integrated systems to enhance their productivity.

## PLANTRONICS MAKES SMARTER WORKING POSSIBLE.

Smarter Working demands the kinds of tools and technologies that Plantronics provides — a unified communications platform that eliminates inefficiency and creates a seamless solution for how people truly work. Quite simply, we give your people the freedom to spend less time managing devices, come across more professional and get more things done.

**This is  
working  
for me**



**6:49 a.m.**

While on a commuter train, Ken takes an incoming call from a vendor in Rome.

**9:33 a.m.**

At his hoteling station while in Boston, Ken conducts a status call from his unassigned desk.

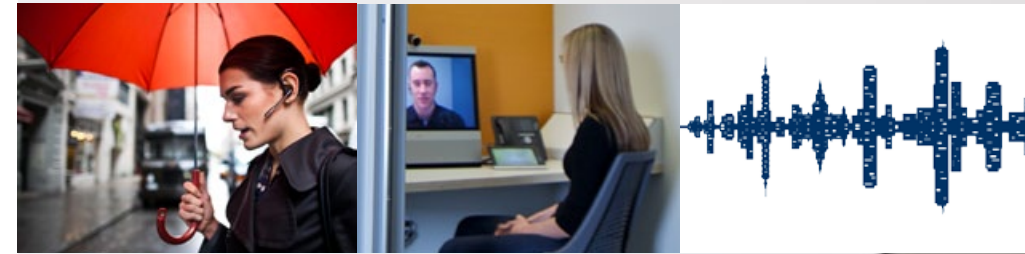
**1:52 p.m.**

Ken's doctor calls his home number, and the call is forwarded to his mobile phone.

**6:07 p.m.**

Back at his home office, Ken conducts a video conference call from his PC.

And at every step, Ken has used the same audio device. Nothing has ever been plugged in more than once. No passcodes have been entered. No call has been dropped, regardless of where he's been. The right communication tools have enabled Ken to work and live his life wherever he needed to be.





# VALUE HAPPINESS AND THE **INNOVATION** WILL FOLLOW

## UNLEASHING PERFORMANCE: NOURISHING THE MODERN EMPLOYEE.

Happy people have more energy and are more motivated and optimistic. This is the spirit behind Smarter Working — understanding the factors that you can control to make the happiness of your people more likely. When they're surrounded by pleasant workspaces that fit their workday, and they're provided with the right communications tools throughout the contour of those days, they're more motivated to innovate, produce and problem-solve.

## SUPPORTING THE WAY YOUR PEOPLE MOVE THROUGH THE DAY CREATES A SATISFYING WORK EXPERIENCE AND SAVES MONEY.

With Smarter Working, results guide the structure. When people feel that workspaces and systems have been designed with them in mind, they get a greater sense of personal control. As a result, they're far more engaged and invested in their work. Plantronics helps enable the collaboration and communication necessary for Smarter Working.



SEE WHY THIS IS WORKING

## AUTONOMY. HAPPINESS. PRODUCTIVITY.

Leading worldwide food manufacturers, financial institutions, pharmaceutical companies, and other Fortune 500® enterprises have adopted the Smarter Working philosophy and are enjoying its business benefits. People are happier, more productive, and loyal.

- 62% of businesses report having employees who work remotely either part or full-time.
- 56% of businesses believe virtual work will steadily or greatly increase at their company.
- 60% of office-based employees use virtual teaming technologies daily.
- 53% of CFOs in the USA plan to increase telecommuting and teleconferencing at their companies.
- 56% of decision makers believe that working remotely makes employees more productive.





**Boris Seibert, Senior Director,  
Strategic Business Partners**

"Smarter Working allows me the freedom to work when, where, and how I like. It lets me focus on producing results, not punching a clock. I get a lot more accomplished with Smarter Working and can't imagine going back to a traditional work style."

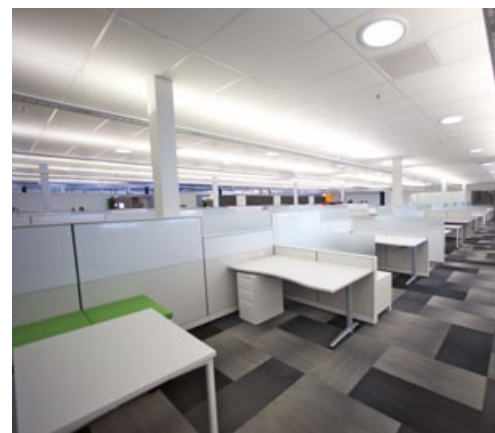
# EXPECT PEOPLE TO **SUCCEED** — AND YOU JUST MIGHT

Engaged employees outperform their peers in terms of productivity, sales, energy levels, healthcare savings, and lower turnover rates.

People develop more efficient work patterns on their own when they're trusted, supported, and given tools for success. This kind of supported autonomy breeds engagement. And when people are invested in controlling their work process and flow, organizations can realize increased cost-savings, greater productivity, and higher talent attraction and retention.

**ENGAGING PEOPLE IN WORK IS MORE CRITICAL THAN EMPLOYING THEM IN IT.**

In the final analysis, Smarter Working is as much a mindset as it is a practical plan. Technology and systems are the concrete evidence of something far more powerful: an expressed set of beliefs that begins to permeate the entire organization. And people find themselves more emotionally engaged when they believe they will flourish.



**"Main room" headquarters, Santa Cruz**

Plantronics headquarters, Santa Cruz, California. "After deploying Smarter Working principles in one of our regional offices a year ago, we've realized substantial savings regarding real estate, fewer paid conference calls, and decrease in number of desk phones. We've also achieved a 23% increase in employee satisfaction, based on Leesman employee surveys taken before and after deployment. People come to work refreshed, more energetic, and ready to work. It's simply a smarter place to work, for everyone."



# SMARTER WORKING IS WHAT'S WORKING NOW

Smarter Working is about giving people greater freedom and flexibility in how, when, and where they work. But it's about more than simply enabling seamless mobility — it's about increasing collaboration, job satisfaction, and productivity.

Communications is a critical component of Smarter Working, because it connects individuals with others and their work. And that's where Plantronics comes in. We design advanced products that carry audio and voice with unmatched clarity and quality. Our innovation and expertise in creating superior communications solutions give people the flexibility they need to work efficiently and smoothly wherever they are.

At Plantronics, Smarter Working is not theoretical. It's how we work every day. By putting what we've shared into practice, we've empowered and enabled our team to more fully engage, enjoy and produce great work. And we'd love to do the same for your company.

Smarter Working. Find out more at  
[Plantronics.com/smarter-working](http://Plantronics.com/smarter-working).

**plantronics**®  
Simply Smarter Communications™

© 2012 Plantronics, Inc. All rights reserved. Plantronics, the logo design, Simply Smarter Communication and the Sound World Graphic are trademarks or registered trademarks of Plantronics, Inc. The Bluetooth name and the Bluetooth trademarks are owned by Bluetooth SIG, Inc., and are used by Plantronics, Inc., under license. All other trademarks mentioned in this document are the property of their respective owners. 02/2012.