



## Plantronics Named Preferred Headset Provider for Avaya™ Unified Communications and Contact Center Solutions

The Sole Provider of Headsets to Avaya for 40 Years

“Together, Avaya and Plantronics offer customers end-to-end Unified Communications solutions that are seamless, minimize risk and spur adoption for IT decision makers, and deliver great audio and simplicity for end users.

Expanding our relationship will help customers realize the collaboration and cost savings associated with Unified Communications.”

—Linda Dotts, *Vice President,  
Product Marketing  
Unified Communications, Avaya*

### Plantronics headsets designed for Avaya UC and Avaya CC

Plantronics and Avaya have a 40-year history as technology and business partners. Today that relationship is delivering joint Unified Communications (UC) and Contact Center (CC) solutions that improve business collaboration and reduce operating costs. Plantronics has been named Avaya’s preferred headset provider to bring unparalleled audio quality, reliability and ease-of-use to enterprise business users.

The broad Plantronics portfolio of headsets are Avaya-certified and are the only headsets that provide immediate plug-and-play connectivity and advanced call control functionality with Avaya solutions, such as Avaya one-X Communicator™.

And that’s just the beginning. Plantronics and Avaya are working together to jointly introduce future voice solutions that take advantage of Avaya’s suite of collaboration applications to provide a new level of communication intelligence to customers. Here is how:

**Technology** – Avaya product APIs are tightly integrated into Plantronics audio solutions. New products from Plantronics designed for Avaya Unified Communications and Avaya Contact Centers are in store for 2010.

**Solutions** – Also in 2010, new Plantronics audio products will be included in Avaya vertical and horizontal market solutions for Unified Communications.

**Communications** – Avaya and Plantronics are collaborating on joint communications to reach business partners and customers with benefits of adopting the new solutions for Avaya Unified Communications and Avaya Contact Centers.

**AVAYA**

**DEVCONNECT**  
PLATINUM

“Above all else, Plantronics seeks to deliver exceptional audio experiences that enable end users and their organizations to realize the true, real-time collaboration benefits of Unified Communications.

This partnership delivers on that promise in ways that are consistent with the foundation of our four-decade relationship with Avaya: technology innovation, cost-efficient solutions for business, and intuitive experiences for end users.”

—Michael Gjerstad, Vice President,  
Strategic Partnerships, Plantronics

## Plantronics is Avaya’s brand of choice for headsets worldwide.

As part of the expanded relationship, Avaya-branded headsets manufactured by Plantronics after February 8, 2010—the same corded and wireless headsets purchased by Avaya customers today—will carry the Plantronics logo and product name.

Additionally, Plantronics-branded headsets designed for Avaya can now be purchased through Plantronics extensive worldwide channel of distributors and business partners, rather than directly from Avaya.

Avaya Germany will continue to purchase headsets directly from Plantronics.

## Only headset manufacturer to attain Platinum Avaya DevConnect membership.



As part of the expanded partnership, Plantronics is now the only Platinum-level headset manufacturer in the Avaya DevConnect program. The Avaya DevConnect program promotes the development, compliance-testing and co-marketing of innovate third-party products that are compatible with standards-based Avaya solutions.

## 100% of Fortune 100 companies use Plantronics for their business communications.<sup>1</sup>

Plantronics is a world leader in personal audio communications for professionals and consumers. From Unified Communication solutions to Bluetooth headsets, Plantronics delivers unparalleled audio and quality that reflect our nearly 50 years of innovation and customer commitment.

Not only do 100% of the Fortune 100 companies use Plantronics for their business communications, but Plantronics is the headset of choice for nation-wide air traffic control, 911 dispatch and the New York Stock Exchange.

For more information, please visit [plantronics.com/avayauc](http://plantronics.com/avayauc). Join the Plantronics Connect Partner Program at [plantronics.com/connect](http://plantronics.com/connect).

1 Source: 2009 Fortune 100 ranking compared against Plantronics database December 2009.

