

Case Study



Global pipeline construction company successfully unifies communications.

Plantronics and Data

COMPANY BACKGROUND

Murphy Pipe and Civil (MPC) is a leading pipeline construction company supplying innovative pipeline solutions for the mining, water and energy sectors. Headquartered in Albion, Australia, the company has a diversified workforce of engineers, managers, skilled tradespeople and support staff stationed in Australia, the U.S. and at select sites around the world. For 40% of workers, mobility is a key requirement in their roles.

THE BUSINESS PROBLEM

With so many employees spread across multiple sites, MPC relies heavily on virtual collaboration. Many of their sites, however, were experiencing unreliable call connections. In addition, workers were using a variety of devices, resulting in inconsistent audio quality. MPC was further hampered by the lack of a solid technology platform to support mobile collaboration. Combined, these factors had a significant negative impact on business productivity.

THE SOLUTION

For advice, MPC engaged Data#3, an Australian technology services and solutions provider, to work alongside Plantronics, a leader in enterprise communications solutions.

"They understood what we needed and what was going to benefit us, now and in the long term," recalls Andrew Roberts, project manager for Information Systems and Technology at Murphy Pipe and Civil.

As a first step in a comprehensive solution to their disjointed, unreliable telephone systems, Data#3 recommended consolidating their existing infrastructure. Deploying a Cisco collaboration platform has given MPC a single, organization-wide collaboration architecture that's easily accessible to every employee, whether on a construction site, on the road or in the office.

But implementing a reliable, collaborative infrastructure was only half of the solution. MPC also needed the right audio devices to drive mobile collaboration—and a way to ensure that they were being adopted and used properly to take full advantage of the

Murphy Pipe and Civil (MPC):

www.mpcgroup.com.au

Location: Australia

Industry: Construction

Employees: 500+

Deployment: Unified Communications (UC)

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new collaboration platform. That's where the expertise Plantronics offers proved invaluable.

Plantronics was able to offer a number of premium product solutions that support the varied work styles within MPC, all of them compatible and certified to work with the Cisco platform. And with Plantronics Manager Pro, a Software-as-a-Service offering (SaaS), MPC can monitor, troubleshoot and configure devices; identify usage trends, ensure compliance and roll out firmware updates across their entire organization—all from a web browser.

Insights and business intelligence from data analysis also help MPC evaluate options and make better business decisions, both now and in the future. "We've got plans to continue growing sites and expanding in overseas markets," Andrew points out.

With a range of enterprise-grade headsets to meet the needs of different roles and work environments, Plantronics easily fulfilled the company's vision for rolling out unified communications.

"We've got a real mixture of roles in the organization," Andrew explains, "and we needed something that would work right from the site to the office, for everyone from engineers to management experts."

The Plantronics Voyager 5200 UC headset was the obvious choice for noisy outdoor environments. Engineered with WindSmart® technology that detects wind direction and responds accordingly, it's also equipped with an adaptive microphone to reduce disruptive background noise.

Office employees, on the other hand, needed a different solution—one that could connect to multiple devices, allowed them to move around freely, and was comfortable enough to wear all day. The answer was the Savi 700 Series, the wireless headset system that lets office workers seamlessly manage PC, mobile and desk phone calls with a single device.

For flex workers, Plantronics Voyager Focus UC filled the bill. This headset's groundbreaking active and passive noise canceling combined with immersive stereo lets decision-makers stay focused in even the busiest environment.

CONCLUSION

As the management at MPC knows full well, work is no longer restricted to a single place in today's digitally connected world. By integrating their communications systems into one collaboration platform, optimizing their headsets to support the ways individual employees work and taking advantage of insightful diagnostic tools to continually make improvement, MPC is quickly realizing the value of their investment. Andrew agrees: "The new unified communications platform has significantly improved user experience within our organization. Not only has it changed the way we connect, communicate and collaborate internally, it has enhanced the way we conduct business with our customers and our partners internationally."

