



## Manufacturing

### Daily Use

- Employees now communicate instantly with co-workers and managers to complete tasks more efficiently
- Smooth transition for employees because the handsets mirrored the company's existing advanced telephone features such as call forwarding, call conferencing, and voice messaging

### Solution

- Polycom® SpectraLink® 8000 Wireless Telephones

### Results and Benefits

- Increases productivity by allowing managers to respond to calls immediately on the plant floor instead of walking back to their desks
- Saves expenses on recurring cellular telephone costs and maintenance on handheld radios and pagers
- Integrates with the company's existing Nortel PBX and Cisco Wi-Fi network

# Voice over Wi-Fi Equals Heavy-Duty ROI for Freightliner

## Background

Market conditions, industry competition, and an increasingly sophisticated understanding of technology have led many companies to use expected ROI (return on investment) to guide their technology purchasing decisions. Companies are examining their technology implementations and enhancements more stringently than ever; ensuring that the chosen solutions are best-of-breed, respond to the specific needs of the organization, and most importantly, save time and resources in the long run. This approach has enabled companies in a broad range of industries to improve their bottom lines.

One company that has taken this business approach and succeeded in reaching its investment objective is Freightliner, a Portland-based commercial truck manufacturer. Freightliner was looking for reliable and effective ways to improve operational efficiencies through enhanced productivity. The company found a way to boost its ROI by mobilizing its plant workers with Polycom's SpectraLink Wireless Telephones. The DaimlerChrysler subsidiary equipped its Portland headquarters with 50 Polycom® SpectraLink® 8000 Wireless Telephones and is deploying another 50 throughout other manufacturing plants. By carrying SpectraLink Wireless Telephones with them as they work, Freightliner employees now communicate instantly with co-workers and managers to complete tasks more efficiently.

Before matching SpectraLink Wireless Telephones with its long list of wireless voice requirements, Freightliner researched various vendors in the Wi-Fi telephony space. No others made the cut. Today, Freightliner stands behind its decision to trust its employees' productivity to Polycom.

Freightliner evaluated Wi-Fi telephony products based on their ease of use, compatibility with the company's existing telecommunications infrastructure, voice quality, and reliability. Of utmost importance, the company wanted to put its wireless communications in the hands of an experienced Wi-Fi telephony vendor. Polycom's experience with wireless telephones in the workplace, which spans more than a decade, satisfied Freightliner's quest for product reliability.

*"SpectraLink Wireless Telephones are perfect for our business needs today and also protects us for where we are going in the future because of their support for Nortel integration and the support for Cisco VoIP systems. This is the direction that we envision with the company. It's the perfect fit for us today and in the future."*

*Brian Genz, Freightliner IT Technical Consultant*

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“We didn’t want to go with a product that was new or hadn’t been tested,” says Brian Genz, Freightliner IT Technical Consultant. “This was going to be used in a production environment where our users were going to depend on this device to get the job done. Reliability was extremely important in our selection.”

Compounding the challenges for Freightliner was the plant’s harsh manufacturing environment that the SpectraLink Wireless Telephones would have to withstand. “The results have been superb, with the handsets thriving in day-to-day use,” Genz says.

Freightliner’s ROI is multifaceted. Because of its large and complex production line, time spent attempting to respond to issues or diagnose problems results directly in lost revenue. With the SpectraLink Wireless Telephones, managers are now able to respond to calls immediately on the plant floor instead of walking back to their desks, enabling Freightliner to realize increased productivity in situations that otherwise would have resulted in wasted time.

“Every minute our production line is slowed down, it costs our company thousands of dollars,” Genz says.

### **Legacy System Tailgating**

Another significant factor in Freightliner’s ROI is the advantage of using its existing Nortel PBX, allowing the SpectraLink Wireless Telephones to be deployed without investing in new telecommunications infrastructure. Additionally, Freightliner has leveraged its existing Cisco Wi-Fi network, reaping higher benefits from its shared use for mobile data and voice applications.

“Leveraging our existing infrastructure held down our costs significantly because we didn’t have to build a whole new wireless infrastructure to support our new Wireless Telephones,” Genz says.

This benefit was further enhanced through the ease of system implementation and management by Freightliner staff.

Employees smoothly transitioned to SpectraLink Wireless Telephones because the handsets mirrored the company’s existing advanced telephone features such as call forwarding, call conferencing, and voice messaging.

“Users love the system and can’t imagine not having the phones,” Genz says. “If we had to do it all over again, we would definitely choose SpectraLink Wireless Telephones. The only time we had a problem with one of the handsets is when it got run over by a forklift. Of course, that doesn’t have much to do with Polycom,” jokes Genz.

### **Driving Forward**

While rolling out a new system requires up-front costs, Freightliner’s solid ROI more than justifies the purchase. The company not only increased efficiency and productivity, but also experienced savings on recurring cellular telephone costs and maintenance on handheld radios and pagers.

“Our satisfaction with SpectraLink Wireless Telephones isn’t just in that the system kept our initial costs down,” Genz says. “The system is keeping our ongoing costs way down.”

Genz calls the SpectraLink system installation straightforward and very easy to understand. Gateway configuration took less than an hour. Part of the reason installation was so easy is that it integrates extremely well, Genz says.

“We had to do minimal configuration on our existing wireless infrastructure as well as minimal items on our PBX in order to integrate the Wireless Telephones. The integration was exceptional.”

“SpectraLink Wireless Telephones are perfect for our business needs today and also protects us for where we are going in the future because of their support for Nortel integration and the support for Cisco VoIP systems,” Genz says. “This is the direction that we envision with the company. It’s the perfect fit for us today and in the future.”

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