



# A GOOD EAR FOR INNOVATION

Computacenter helps audio specialists  
Sennheiser implement modern collaboration  
infrastructure that inspires creative teamwork



## OBJECTIVE

Sennheiser has been manufacturing high-quality audio devices for a number of years. In order to further expand its position in the market and to provide more customer-oriented products, Sennheiser has established the Innovation Campus at its headquarters in Wedemark. Sennheiser's objective: To enable international Sennheiser project teams to work better together by improving collaboration capabilities.

## SOLUTION

Following the opening of the Sennheiser Innovation Campus - the most modern innovation centre in the audio industry - at the beginning of 2015, the IT specialists at Computacenter implemented an open and flexible infrastructure for the campus. Computacenter created an integrated, future-oriented and intuitive IT environment based on Microsoft Office 365 with Skype for Business and Outlook.

## OUTCOME

The concept developed by Sennheiser for the Innovation Campus offers open spaces for implementing projects. Users can log onto any workstation spontaneously to access the new IT environment, to optimise use of the space. This also allows the project team at Sennheiser to use the efficient multimedia system anywhere on site. The advanced technology speeds up communication, improves collaboration processes and ultimately creates optimal working conditions, enabling the team to focus on their work on new audio solutions.

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### SERVICES

- End user and collaboration

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### USER EXPERIENCE

- More efficient, simplified communication
  - Connects international teams
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## ABOUT SENNHEISER

Headquartered in Wedemark, Sennheiser is one of the top manufacturers of headphones, microphones, and wireless transmission technology in the world, with its own factories in Germany, Ireland and the USA. The company is active in over 50 countries. With 19 subsidiary companies and long-term trading partners, Sennheiser sells innovative products and future-oriented audio solutions, which are optimally tailored to customer requirements. Over 2,750 employees share a passion for audio technology at the family business, which was originally founded in 1945. Since 2013, Daniel Sennheiser and Dr Andreas Sennheiser have been the third generation in charge of running the company. The turnover of the Sennheiser Group was 682 million euros in 2015.

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## OBJECTIVE

### Communication for shaping the future of the audio industry

Since electrical engineer Prof Dr Fritz Sennheiser founded the company in 1945, Sennheiser has been continuously shaping the future of the audio industry. The specialist audio company opened the doors to its Innovation Campus in Wedemark at the beginning of 2015.

Spread across 7,000 square meters, the campus provides a space for cross-team project work in the fields of development and marketing for future-oriented audio solutions. Computacenter has developed and implemented the ideal collaboration solution for the space. The objective was to further improve communications between the international project teams.

## SOLUTION

### Flexible IT infrastructure for efficient teamwork

Computacenter impressed Sennheiser's management team from the initial presentation during the supplier evaluation stage, particularly with its ability to provide exact cost calculations for its solution, which is based on Microsoft technologies. The Head of IT Infrastructure at Sennheiser recognised that the solution was a suitable alternative to its existing collaboration systems at the campus, which were largely based on email.

"Computacenter completely understood our requirements," says Thorsten Traupe, Head of IT Infrastructure at Sennheiser. "Our objective was to implement an innovative solution to make our collaboration between internal employees and external partners even better and more suited to our innovation requirements. Computacenter took these requirements into account from the initial consultation to the final training session. The IT provider involved our employees right from the pilot project stage, which significantly increased adoption of the new system."

Sennheiser employees can now use software-based telephones with headsets to communicate with any other workstation within the Innovation Campus via Skype, replacing the previous telephony system. With the opportunities it offers for flexible collaboration, Microsoft Office 365 has now been firmly established as the communication medium of choice. Microsoft Exchange Server and Skype for Business also enable fast communication between colleagues, customers and business partners. VMware management solutions are used at the campus computer centre to ensure high performance.



Together with Computacenter, we developed solutions that have enabled us to improve collaboration and communication between our virtual teams.

**Thorsten Traupe,**  
**Head of IT Infrastructure**  
**Sennheiser**



## OUTCOME

### Setting new standards in communication

The new flexible, intuitive collaboration solution implemented at the campus facilitates day-to-day working processes and promotes teamwork. According to feedback, the project teams at Sennheiser are now able to communicate with one another even much better than previously, and are taking full advantage of the efficiency gains delivered by the solution, as well as its multimedia features. Meetings in small groups can now be organised at short notice anywhere on the site.

In order to further modernise, Sennheiser is now working with Computacenter to replace the traditional telephone devices in its branch offices with Skype for Business. The company is also looking to upgrade its Microsoft Office implementation, which is currently hosted via the company's datacentre, to a hybrid cloud solution.

"Whether it's advice, planning, project implementation, rollout, configuration, troubleshooting, updates, coaching or training we need, Computacenter has become an IT partner we can truly rely on to be there for us," concludes Thorsten Traupe. "The company provides us with solutions that help drive innovation forward."

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## MORE INFORMATION

To find out more about our collaboration services and read more customer case studies, log on to [www.computacenter.com](http://www.computacenter.com)

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