



Jabra Worked Alongside Channel Partner Ecosystem to Overhaul Castle Group's Communication System in Less than Three Months

THE PROJECT AT A GLANCE

Jabra worked with an entire ecosystem of channel partners, including Progressive Communications Management, RingCentral, Network-Value, ScanSource, and Intelisys, a ScanSource company, to bring Castle Group a suite of its industry leading headsets designed for the hybrid workforce that would seamlessly work with their new cloud-based communication platform.

Solution:

Jabra Engage 50:

- A true digital corded headset
- Compatible with all softphone web-clients and contact center platforms
- Multi-color status lights keep interruptions to a minimum

Jabra Evolve2 40:

- Engineered to keep you on task
- Pioneering new angled earcup design
- Works with all leading UC platforms

Jabra Engage 65:

- World's most powerful professional wireless headset
- Best of both worlds – can work wirelessly or corded
- Advanced noise-cancelling microphone and enhanced speakers for crystal-clear calls

Benefits:

- Fast and seamless set up thanks to plug and play functionality
- Superior comfort that lasts throughout the day
- Unparalleled sound quality

As businesses adapt to the changing nature of work, the desk phone is moving towards obsolescence. In fact, Gartner forecasts that 75% of enterprises globally will not use a desk phone by 2024 – up from just 30 percent in 2020.

(Source: [Gartner](#))

Most importantly, they were looking for tools that would integrate seamlessly with each other – providing their employees easy-to-use and uniform solutions that would allow their 210 employees to collaborate with ease.

By moving to the cloud, the company would streamline its processes and have a single, all-in-one solution for phones and computers. Many of their home office employees were already using a computer as a softphone and had desk phones they rarely used. This is because they were already on their computers and using Microsoft Teams everyday, so using a softphone was much easier, streamlined and intuitive.

Castle Group turned to PCM, a sub-agent, who brought together an expansive list of partners – including Jabra – to help the property management company identify and implement a range of solutions that would address these needs and replace a legacy Windstream platform.

Moving Office Communications to the Cloud

If the past two years taught us anything, it's that online communication tools, specifically UC platforms and softphones, are the future of business communications. In this new era of hybrid work, most people don't use or have a need for their physical desk phones anymore.

This was true for the home office division of Castle Group, a premier property management company with 400 clients based in Florida. To adapt to shifting needs of their dispersed, remote workforce, the Castle Group team sought to overhaul the home office division's communication system and move it to the cloud.

The Channel Ecosystem

The journey to move Castle Group's communication to the cloud and implement a more cohesive solution for their home office unit, offers a case study in how a diverse range of channel partners can work together to make a real impact for the business. PCM led the way, by helping Castle Group identify RingCentral, a leading provider of global enterprise cloud communications, video meetings, collaboration and contact center solutions, as their platform of choice.

The choice was simple and came down to RingCentral's stellar reputation in the market and costs that aligned with Castle Group's budget for the project. The company also wanted the option to continue using Microsoft Teams platform and app, which the RingCentral solution allowed in place of its proprietary app. In this set up, RingCentral supplies the direct routing, while Microsoft Teams remains the primary communication platform. This path is becoming more common and is a main reason why Castle Group selected the vendor to fulfill its needs.

To move forward with implementation of the RingCentral solution, PCM connected the property management firm to the vendor via hybrid distributor Intelisys, whose team facilitated the process.

"We feature one of the largest support teams in the industry, and our partners can rest assured knowing they have the support they need, when they need it. We call it "Technology Orchestration" and it's how we ensure success when we combine solutions from organizations like Jabra and Network-Value to drive digital transformation."

– Michael Sterl
Senior Vice President, Partner Success at Intelisys

Once the RingCentral solution was up and running, Castle Group knew it wanted to upgrade the headsets its home office agents used as well. PCM recommended Jabra, as they knew Jabra's headsets seamlessly integrated with RingCentral's platform thanks to remote call control (RCC). Jabra supplied sample hardware for the Castle Group team to test, and experienced the company's range of wired and wireless, enterprise-grade headsets for themselves. After testing, Castle Group selected Jabra as their vendor of choice and worked with Intelisys to order the solutions. Intelisys then identified and pulled in our hardware and lifecycle management solutions provider Network-Value to order and provide the actual headsets. The specialty reseller's deep understanding of the integrated communications as a service (ICaaS) market and the service providers, coupled with its offering of both CapEx or data as a service (DaaS) solutions made it an ideal choice.

The challenge at this point? With the agreed project completion date fast approaching, the team only had two weeks to pull it all together.

Why Jabra?

Before Castle Group undertook its project to overhaul its communication system, employees used a variety of headset brands, mostly wired, that did not offer high quality sound or advanced features. The goal was to tie everything together with one brand to create a cohesive experience for all employees. Jabra not only offers intelligent audio features but has remote control access for Castle Group's communication platform of choice, RingCentral.

"Our company has transformed in such a short time. Before, we had to put forth extra effort to communicate with solutions that gave a disjointed experience. Now communication is seamless. Our team is now empowered to do their best work in a hybrid setting and can collaborate effectively because Jabra's technology is so intuitive to modern workers' needs."

– Matt Letizia
Director of Information Technology at Castle Group

The old technology was relied upon before hybrid work's ubiquity, and the drawbacks to the former setup became ever clearer as workers' needs evolved. Jabra's technology, specifically the Engage 50, Engage 65 and Evolve2 40 that Castle Group now uses, have been designed with hybrid and remote work environments in mind.

Ultimately, Jabra equipped Castle Group's home workforce with 145 headsets to complete their initiative. This included the [Jabra Engage 50](#), [Jabra Evolve2 40](#), and [Jabra Engage 65](#).

"It was a natural fit to equip Castle Group with Jabra technology on the heels of implementing their new cloud solution because our products are designed for modern hybrid workers that need to be agile and flexible but can't compromise on sound quality. We're thrilled with the success they've seen and are proud our technology is part of their evolution."

– Scott Raley
Senior Director, BD & Strategic Alliances at Jabra

Castle Group faced a significant challenge when they undertook the task of revamping their communications in a span of only three months. With effective collaboration between the ecosystem of channel partners and Jabra, Castle Group employees are now equipped to be powerful members of the hybrid workforce.

Learn more here

[Jabra Engage Series](#)

[Jabra Evolve Series](#)

[Castle Group](#)

[RingCentral](#)

[Network-Value](#)

[Intelisys](#)

