

# Peripherals

## Architecture for Business

*Designed to optimise the workspace*



## T.E.A.M. integrates Logitech to pioneer real-time collaboration for major sporting events



Subsidiary of Highlight Communications AG

**Founded** 1991, Switzerland  
**Founders** Klaus J. Hempel  
Juergen Lenz  
**Employees** 100  
**Industry** Sports Event &  
Media Management  
**Website** www.team.ch



**Rolland Blättler**  
Head of IT  
T.E.A.M. Marketing AG

For small and medium businesses, investing in the right technology and equipping employees with the right communication tools is paramount to connecting with customers, business partners, colleagues and suppliers anytime, anywhere at an affordable cost.

IP communications is the key to lowering operating costs by moving all communications voice and data to a single manageable network. Voice over Internet Protocol (VoIP) is a communications technology that transmits voice over a IP network and uses private, public (eg. Internet), DSL, cable and wireless networks. The VoIP "pipeline" is central to any IP communications solution.

With 100 employees, T.E.A.M. Marketing AG is a perfect example of a business gaining real and measurable benefits from Logitech's Communication Solutions integrating VoIP technology...

### T.E.A.M. Spirit

Based in Lucerne Switzerland and founded in 1991, T.E.A.M. Marketing is a Sports and Event Marketing company and an acronym reflecting both its team approach and core competencies – Television, Events And Media. T.E.A.M. specialises in worldwide management of commercial rights for major European sporting events.

Each event involves immense internal co-ordination and communication between those managing and running the event live across various locations, potentially being viewed by over 50 million people. So access to real-time information is crucial.

Creating, operating and managing one of Europe's biggest sporting events, has its share of excitement and challenges. And for T.E.A.M. and its IT department, the action doesn't stop at pitch side...

### Enhancing T.E.A.M.'s communication while reducing costs

In addition to undergoing an evaluation of IP telephony, Head of IT Rolland Blättler, set out to improve his IT department's communication processes for a major sporting event.

For previous events T.E.A.M.'s IT team used Microsoft NetMeeting as the main communication tool, however for such a major event, Blättler wanted to maximise the full potential of the latest PC peripherals integrating Skype™2, a VoIP technology to:

- enhance communication and collaboration for better IT support;
- save money on call charges via a single IP network.

Based on extensive experience and an understanding of Logitech's next generation communication peripherals, Blättler implemented a Logitech Skype™-enabled solution: **Logitech® QuickCam® Deluxe for Notebooks with Logitech® Premium Stereo Headset** to optimise the IT team's workspace to accommodate mobility needs and the varied roles and responsibilities of Event Co-ordinators, Systems Administrators and Chief Programmers.

"Logitech's peripherals incorporating Skype™ technology were easy to install and user-friendly, and with free calls it was also very cost effective communication for the event."  
Head of IT, Rolland Blättler.



## A Logitech® solution for T.E.A.M.:



### Logitech® QuickCam® Deluxe for Notebooks

- Superior video and audio experience for video conferencing
- High quality VGA video combined with intelligent face tracking
- Integrated mic and clip designed for notebook screens
- Compact design and case ideal for business on the move
- Compatible with Windows® 98SE, 2000, Millennium, XP & Mac® OSX

### Logitech® Premium Stereo Headset

- Dynamic stereo sound for crystal clear PC-based communication
- Noise-canceling microphone to omit background office noise
- In-line controls ensuring easy access to headset volume and microphone mute
- Soft foam ear pads for comfortable, extended use
- Compatible with Windows® and Mac®.



## Logitech delivers real-time value for real-time needs

Business collaboration tools have been available for many years, although are often costly and not based on common PC standards and systems. Logitech addresses this with its single platform of innovative user-centric peripherals that integrate industry standard PC-based VoIP technology such as Skype™.

Integrating Skype™, Logitech's Communication Solutions enabled T.E.A.M.'s IT team to be mobile and with the ability to clearly view and address any IT issues in real-time, across various locations. For instance, the QuickCam® Deluxe for Notebooks attached to a laptop, was positioned at the issue location and through the VoIP-enabled Logitech® Headset, was discussed and solved simultaneously – due to immediate visibility, mobility and without time-watching for cost of calls.

### About Logitech

#### Communication Solutions

Offering user-centric peripherals, Logitech Communication Solutions integrate VoIP, video and advanced technologies, to enable real-time and personal interaction and collaboration with customers, colleagues and business partners. IT management is made easy with Logitech's single platform of communication peripherals. Consistently compatible with the latest industry standard operating systems and applications, Logitech's peripherals require little installation or maintenance support. Logitech's peripherals business solutions are designed to optimise workspaces and offer mobility, communication and workplace solutions for small, medium and enterprise businesses.

**To learn more about how your business can benefit from Logitech Communication Solutions, contact your preferred Reseller or visit:**

[www.logitech.com/business](http://www.logitech.com/business)

**“If something went wrong or people needed training on hardware right then and there, we were able to give them better help in literally watching their progress and simultaneously giving them instructions”, Head of IT, Roland Blättler.**

T.E.A.M.'s IT role is often only visible when things go wrong at an event. However, implementing Logitech's Communication Solutions integrating VoIP technology evoked a positive interaction and reaction from management and users throughout the company in delivering real-time value:

- Personal communication enhanced co-operation, boosted productivity, while reducing real costs
- Low installation and maintenance in combining voice and video technologies with Logitech's single platform of highly compatible and innovative peripherals
- Real-time, and quality video conferencing and audio features improved overall connectivity and collaboration
- Logitech's user-centric peripherals have a high performance to price ratio combined with advanced technologies.

**“From an IT perspective, Logitech's webcam is demonstrative and in line with the increased bandwidth – we've lost any hesitation in using this communication mode for everyone throughout T.E.A.M.” Head of IT, Roland Blättler.**

---

### About Logitech®

Founded in 1981, Logitech designs, manufactures and markets personal peripherals that enable people to effectively work, play, and communicate in the digital world. Logitech® International is a Swiss public company traded on the SWX Swiss Exchange (LOGN) and in the U.S. on the Nasdaq Global Select Market (LOGI). [www.logitech.com](http://www.logitech.com)