



### COMPANY

Maxim Integrated  
[www.maximintegrated.com](http://www.maximintegrated.com)

### COMPANY SIZE

9,300 employees

### LOCATION

Over 50 locations worldwide

### INDUSTRY

Semiconductor

### OVERVIEW

Headquartered in San Jose, California, Maxim Integrated is a leader in analog innovation and integration, unique among semiconductor companies in the range of disparate analog functions that it can combine onto a single chip. The company's highly integrated solutions help customers create systems that are smaller and more energy efficient.



## CASE STUDY:

# MAXIM INTEGRATED

## MAXIM INTEGRATED FACILITATES GLOBAL COLLABORATION WITH LOGITECH WEBCAMS AND HEADSETS

### Unified communications solution helps leading semiconductor company leverage global expertise for product development

With 9,300 employees in more than 50 locations worldwide, Maxim Integrated has successfully developed thousands of highly integrated semiconductor products that help customers create systems that are smaller and more energy efficient. With a united team that spans the globe, Maxim is a "real-time organization" that has embraced web-based video conferencing and unified communications to improve collaboration and enhance productivity. To make unified communications more accessible to employees from the conference room to the desktop to the mobile office, Maxim has also standardized on Logitech business webcams and headsets for their quality, reliability, and cost-effectiveness.

**"LOGITECH PRODUCTS BRING UNIFIED COMMUNICATIONS TO EVERY EMPLOYEE FOR EFFECTIVE, REAL-TIME, FACE-TO-FACE COMMUNICATION THAT ENHANCES COLLABORATION ACROSS THE GLOBE."**

Gary King, help desk supervisor  
Maxim Integrated

### THE LOGITECH STANDARD

"With a united team at the core of our success, we need the best tools available to help get work done better, faster, and more efficiently," said Gary King, help desk supervisor in the IT Services group at Maxim. Responsible for the global company's video conferencing systems, King tested nearly every solution on the market from high-end video telephony platforms to web-based conferencing solutions that use off-the-shelf webcams and headsets. With accessibility a top requirement, Maxim designed a platform based on Skype™ and Cisco WebEx® video conferencing solutions using Logitech webcams and headsets. King added, "We standardized on the Logitech webcams and headsets because they deliver enterprise-grade HD video and audio quality at an excellent price."

### EASY-TO-USE UNIFIED COMMUNICATIONS

Maxim needed a high-quality, easy-to-use webcam and headset so employees would be more likely to utilize web conferencing as a viable communication tool. An estimated 2,000 employees actively utilize Logitech webcams for video conferencing. "We rely on web conferencing daily for product planning and development meetings, weekly status updates, international interviews, and group meetings," explained King. "It's important that our employees actually want to use the tools that complete the video and audio experiences. Logitech's webcams and headsets provide reliable performance for our employees." For a complete unified communications solution, Maxim incorporates instant messaging, interactive whiteboards, and email into its web conferencing applications to enhance employee productivity. To provide the most realistic experience possible, Maxim recommends the Logitech B910 HD Webcam and Logitech HD Pro Webcam C920 along with the Logitech USB Headset H390 as the solution of choice. "Logitech products bring unified communications to every employee for effective, real-time, face-to-face communication that enhances

**"WE STANDARDIZED ON THE LOGITECH WEBCAMS AND HEADSETS BECAUSE THEY DELIVER ENTERPRISE-GRADE HD VIDEO AND AUDIO QUALITY AT AN EXCELLENT PRICE."**

Gary King, help desk supervisor  
Maxim Integrated

collaboration across the globe,” said King.

King also appreciates the advanced features from Logitech that simplify installation and customization. “Logitech is light years ahead of anyone else in terms of ease of use,” King added. “All I have to do is plug in the device and it works. The tools are far more intuitive and professional than anything else on the market.” The company also uses the Logitech Mouse M110 and the Logitech K700 Wireless Keyboard.

### COLLABORATION BOOSTS PRODUCTIVITY

Facilitating collaboration between global offices and streamlining product development, unified communications plays an important role in boosting employee productivity. “Leveraging the advanced video and audio capabilities of the Logitech webcams and headsets, we can create a high-end video conferencing experience right at the desktop,” noted King. With greater access to video conferencing solutions that integrate with other communications tools, people can meet anytime, anywhere—no longer limited by conference room availability. “With the best solutions at their fingertips, employees can host more effective virtual meetings that help us develop the best products.”

### CUTTING COSTS

“Now that employees can realistically host virtual meetings, Maxim saves both the time and cost of international travel,” said King. He also pointed out that employees visiting company headquarters for training or other purposes—sometimes for weeks or months at a time—rely on the web conferencing solution to keep in touch with family back home. “Our road warriors love the Logitech products because they are so easy to travel with. In fact, our CEO, who undertakes a three-month world tour every year, also communicates with headquarters and family using the Logitech webcams and headsets.” Maxim has also significantly lowered infrastructure and long-distance costs by deploying a web conferencing solution across the enterprise.

### LOGITECH FOR THE FUTURE

Maxim has openly embraced web conferencing and unified communications using Logitech UC business solutions to facilitate communication and collaboration across the world. King said he has never experienced a webcam or headset failure. “With a strong track record of web conferencing performance and reliability, we are now looking to offer face-to-face and real-time help desk support using Logitech HD webcams and headsets to provide a better technical support experience for all employees, regardless of where they are located, to further boost operational efficiencies,” said King, who added: “Logitech offers the best quality business solutions on the market.”

“LEVERAGING THE ADVANCED VIDEO AND AUDIO CAPABILITIES OF THE LOGITECH WEBCAMS AND HEADSETS, WE CAN CREATE A HIGH-END VIDEO CONFERENCING EXPERIENCE RIGHT AT THE DESKTOP. WITH THE BEST SOLUTIONS AT THEIR FINGERTIPS, EMPLOYEES CAN HOST MORE EFFECTIVE VIRTUAL MEETINGS THAT HELP US DEVELOP THE BEST PRODUCTS.”

Gary King, help desk supervisor  
Maxim Integrated

“IT’S IMPORTANT THAT OUR EMPLOYEES ACTUALLY WANT TO USE THE TOOLS THAT COMPLETE THE VIDEO AND AUDIO EXPERIENCES. LOGITECH’S WEBCAMS AND HEADSETS PROVIDE RELIABLE PERFORMANCE FOR OUR EMPLOYEES.”

Gary King, help desk supervisor  
Maxim Integrated

## CHALLENGE

- Deliver superior image and audio quality to enhance web-based collaboration and boost productivity worldwide

## SOLUTION

Maxim Integrated standardized on the Logitech B910 HD Webcam, Logitech HD Pro Webcam C920, and Logitech USB Headset H390 to bring unified communications and a high-end video conferencing experience to the desktop.

## BENEFITS

- Cost-effective, high-quality webcam and headset for more effective video conferences
- Simple to install and use; reliable performance
- Leverage investment in existing televisions for video conferencing
- Enhance collaboration of global teams to boost productivity
- Reduce travel, long distance, and infrastructure costs
- Provide effective way for employees to communicate with family while on business travel

## Toolkit

LOGITECH B910  
HD WEBCAM



LOGITECH HD PRO  
WEBCAM C920



LOGITECH USB  
HEADSET H390



LOGITECH  
MOUSE M110



LOGITECH  
K700 WIRELESS  
KEYBOARD



Learn more at [logitech.com/business](http://logitech.com/business)

To order, contact your reseller or call us at 800-308-8666

© 2016 Logitech. Logitech, the Logitech logo and other Logitech marks are owned by Logitech and may be registered. All other trademarks are the property of their respective owners. Logitech assumes no responsibility for any errors that may appear in this publication. Product, pricing and feature information contained herein is subject to change without notice.

**logitech**<sup>®</sup>