# Business Headsets: Key to Effective Workplace Collaboration

Native Bluetooth® Connectivity Enhances Wireless Headset Deployment Flexibility

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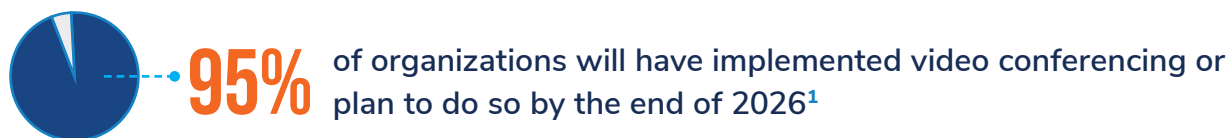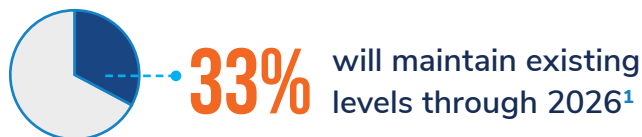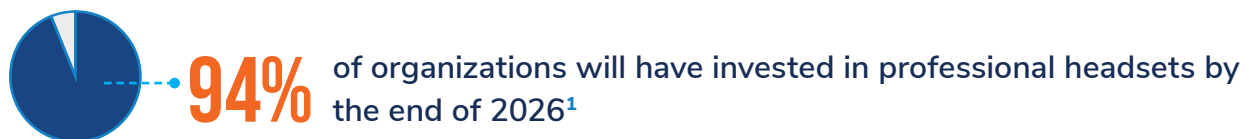
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# Business Headsets Enhance Employee Collaboration, Engagement, and Productivity

The adoption of business collaboration tools has skyrocketed as the workforce has become more distributed than ever before.

A global Frost & Sullivan survey of IT decision makers (ITDMs) indicates that collaboration solution usage is driven by the need to **enable rich and efficient interactions** no matter where work occurs.

**95%** of organizations will have implemented video conferencing or plan to do so by the end of 2026[1]

**61%** will increase these investments[1]

**35%** will maintain existing levels through 2026[1]
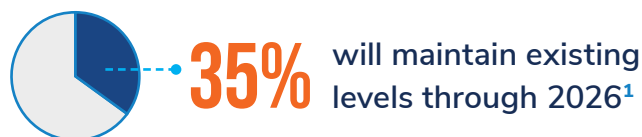
These changes have shifted IT's role. **IT is now tasked with supporting better employee experiences** that are correlated with improved engagement and productivity. Matching technology to user roles, preferences, and work environments is a top priority. Accordingly, the adoption of personal collaboration devices has risen in parallel with the use of collaboration services.

**94%** of organizations will have invested in professional headsets by the end of 2026[1]

**65%** will increase these investments[1]

**33%** will maintain existing levels through 2026[1]

High-quality business headsets foster engagement, equity, and productivity, which creates a better employee experience by ensuring collaboration participants can **hear and be heard clearly**, reducing audio distractions to **improve focus**, and addressing **diverse user workplaces, workstyles, and preferences**.

As workspaces, workstyles, and employee needs continue evolving, *business headsets must evolve as well, and they are. ITDMs must leverage this evolution* in their employee experience initiatives.

1    Frost & Sullivan 2024 UCC Buyers Perspectives, May 2024

# Native Bluetooth Support Demonstrates Evolution in Business Headsets

Both driven by and guiding technology advancements, ITDMs are focused on **intelligent, manageable, scalable, and easy-to-use solutions** that support sustainable work models and better employee experiences. One of those better experiences is connecting wireless peripherals directly to computers without a *Bluetooth®* dongle/receiver.

Devices have long supported direct Bluetooth pairing for more versatile peripheral device connections. Today, this is prevalent for connecting personal or consumer headphones and earbuds to mobile phones, tablets, laptops, and portable Bluetooth speakers for streaming audio.

Many of us have had a poor audio experience when using consumer audio products for a work call because they are not **tested and qualified for business use**. Business headsets have solved the audio quality issue, however, a direct Bluetooth connection lacked integrated meeting controls. In order to **deliver integrated controls (e.g., mute sync, answer/end call)**, a receiver was needed to ensure communication between the computer and the headset.

**Three industry groups have worked together to overcome these challenges.**

### CHIPSET VENDORS
PC chipset vendors released the updated drivers required to ensure compatibility, reliability, and security for direct Bluetooth connection in newer (or later) chipsets.

### COLLABORATION PLATFORM DEVELOPERS
Microsoft has qualified audio performance and enabled seamless, reliable call experiences on Teams for direct Bluetooth-connected headsets through Bluetooth Classic and Bluetooth Low Energy (BLE). Google Meet supports call control on ChromeOS through HID integration for direct Bluetooth connection.

### DEVICE DEVELOPERS
Business headset vendors have designed solutions that fully meet the requirements, ensuring seamless call experiences, qualified audio performance, and reliable connection for business use.

# Dongle-based vs. Native Bluetooth Headset Connectivity

Advancements in native Bluetooth (NBT) technology eliminate the requirement of a USB dongle to receive the same integrated call experience for wireless business headsets. However, the capability is not expected to be the sole solution in all deployment scenarios. Here are the primary pros and cons of both solutions:

## Dongle-based Bluetooth Business Headset Pros & Cons

- ✓ Headset and receiver are pre-paired to ensure a seamless connection
- ✓ Works with most computers (PC, Chromebook, Mac)
- ✓ Guarantees performance in high density wireless environments
- ✓ Many are certified with leading video conferencing platforms

- ✗ Number of USB ports is limited on typical business-grade computers
- ✗ USB dongles are easily misplaced, resulting in IT help tickets and rendering headsets unusable until replaced
- ✗ Multiple pieces of hardware (headset + dongle) is less sustainable

## Native Bluetooth Business Headset Pros & Cons

- ✓ Frees up a USB port to connect other devices (mice, keyboards, webcams, displays)
- ✓ Eliminates an additional item to manage
- ✓ Less hardware increases sustainability and may lower initial costs

- ✗ Many existing computers do not support the latest Bluetooth drivers required for stable NBT performance
- ✗ Video collaboration platform certifications are newly emerging
- ✗ Not all existing business headsets can support NBT

# Native Bluetooth Connectivity Is a Choice, Not a Mandate

Most business environments comprise a range of IT and collaboration technologies acquired over time, and new investments are phased or blended in. Wholesale replacement of existing assets is rare.

**Most collaboration technology investments are phased in to:**

**Mitigate initial cost and potential for workflow disruption**

**Establish best practices in rollouts to priority users and workflows**

**Preserve use and value of existing business headsets and computers**

Fortunately, the arrival of NBT does not command a binary choice. Thought-leading business headset developers recognize customer preferences and have **designed solutions for the best fit** rather than a generalized "good enough" deployment.

ITDMs can choose a mix of dongle-based Bluetooth and NBT wireless business headsets to **strategically align with budgetary, uptime, and best practice criteria** of phased upgrades and new investments in computers and headsets. This capability addresses mixed Bluetooth domains, including those with both newer and previous computer and headset generations. Further, eliminating the USB dongle and prolonging the use of existing devices contributes to sustainability efforts through **hardware reduction and software upgradeability**, decreasing e-waste.

For users, mixed Bluetooth deployments often result in more device choices to match their needs and preferences. Users' ability to choose what they prefer or are familiar with reduces IT help desk requests and helps to **drive adoption, utilization, and ROI** that ITDMs aspire to achieve.

> Frost & Sullivan surveys show that 60% of ITDMs believe *personalized technology requirements will be more than a minor challenge over the next three years.*[2] *Adding NBT headsets as a personal collaboration device option reduces this challenge.*

2     Frost & Sullivan 2024 UCC Buyers Perspectives, May 2024

# Solution Spotlight: Logitech Native Bluetooth Headsets

Known for high-quality business collaboration devices, software, and accessories, Logitech is certifying a range of wireless headset models for Microsoft Teams over native Bluetooth, including the popular Logitech Zone Wireless 2, Zone 305, and Zone Vibe Wireless.

Logitech NBT headsets **give IT the flexibility they need** and enable users to **enjoy the full Microsoft Teams experience**, such as mute sync, raise hand, and answer/end call. Microsoft Teams over NBT software provisioned to Zone Wireless 2, Zone 305, and Zone Vibe Wireless headsets deliver **the same reliable, clear audio quality** but without the need to keep track of dongles. These Logitech Zone headsets also **support call controls over native Bluetooth for Google Meet**, enabling the same mute sync and end call features without the need for a dongle.

Eliminating the dongle frees a USB port, while eliminating hardware, plastic, and other materials, decreases the carbon footprint to **align with sustainability initiatives** and lowers Logitech's list prices.

Logitech has expanded ITDM choices without compromise. Existing Zone Wireless 2 and Zone 305 headsets support native Bluetooth through an easy firmware update from users' Logi Tune app or IT can push updates through the Logitech Sync management platform. Zone Vibe Wireless with native Bluetooth support will be a new model.

The headsets deliver **complete feature and performance parity**, are managed using the same Sync web-based administration utilities, and offer **single-vendor sourcing and support** regardless of Bluetooth connection type.

# Logitech Native Bluetooth Headsets

With support for multiple Bluetooth connection types and advanced audio technology and in a modern design, Logitech Zone wireless headsets satisfy requirements for today's work environments and workstyles.

**Zone Wireless 2** is an advanced business headset that allows users to clearly hear and be heard in calls and meetings—particularly in noisy environments. Zone Wireless 2 features two-way AI noise suppression, four noise-canceling mics, and hybrid active noise cancellation (ANC). Advanced Call Clarity (enabled with Logi Tune) suppresses far-end ambient noise so employees can hear colleagues better. With up to 40 hours of battery life and a wireless range of up to 50 meters, Zone Wireless 2 provides worry-free use with enough charge for a full day. The headset features replaceable earpads, a battery designed for longevity, and is made with 20% certified post-consumer recycled plastic and low-carbon aluminum. It is certified for Microsoft Teams, Zoom, Google Meet, and Google Voice with the plug-and-play receiver. It supports call controls over native Bluetooth for Google Meet[3] and is certified for Microsoft Teams over native Bluetooth,[4] offering a full Teams experience while freeing up a USB port.

**Zone 305** is an on-ear wireless business headset priced for mass deployment. Dual noise-canceling mics are positioned on the flip-to-mute boom for better voice capture. A custom algorithm suppresses background noises for clear audio on the far end. With 20 hours of battery life and a 30-meter wireless range, Zone 305 offers the freedom to move around throughout the day. The lightweight design provides a long-lasting, comfortable fit. Its plastic parts are made with 55% certified post-consumer recycled plastic and, like the other headsets mentioned, it comes in FSC™-certified packaging. Zone 305 is certified for Microsoft Teams, Zoom, Google Meet, and Google Voice with the plug-and-play receiver. It supports call controls over native Bluetooth for Google Meet[3] and is certified for Microsoft Teams over native Bluetooth[4].

3    For UC version only. Requires ChromeOS version M127 or later and select Chromebook platforms.
4    For native Bluetooth connection only. Requires Windows 11, the new Microsoft Teams app, and specific device dependencies.

**Zone Vibe Wireless** is an over-the-ear wireless headset with a modern, comfortable design. It is certified for Microsoft Teams, Zoom, Google Meet, and Google Voice with the plug-and-play receiver. It supports call controls over native Bluetooth for Google Meet[5] and is also undergoing certification for Microsoft Teams over native Bluetooth[6]. In a lightweight device, Zone Vibe Wireless delivers business-grade audio quality through full-bodied bass, low distortion, and a noise-canceling mic. Its up to 20 hours of battery life and 30-meter wireless range make it a good fit for the office or working from home. Made with 25% certified post-consumer recycled plastic, this headset helps meet sustainability goals.



**Logitech Sync** empowers IT to monitor and manage all Logitech team and personal workspace devices from one browser-based portal.

**Logi Tune** enables end users to personalize their headsets and other personal workspace device settings from an intuitive desktop or mobile client.





5    For UC version only. Requires ChromeOS version M127 or later and select Chromebook platforms.
6    For native Bluetooth connection only. Requires Windows 11, the new Microsoft Teams app, and specific device dependencies.

# Choose Wireless Headsets that are Best Fit for Your Environment and Employees

When evaluating high-quality wireless business headset options, ITDMs should:

▶ Prioritize deployment **flexibility** in how business headsets pair to computers

▶ **Standardize** the headset options available to users with devices that deliver consistent performance, features, and administration regardless of wireless connectivity method

▶ Choose **futureproof** headsets that can be upgraded to support NBT when your fleet of user computers is upgraded or replaced

▶ Consider **personalization** capabilities for enhanced employee experiences, including user choices of devices and the ability to personalize device settings from intuitive apps

▶ Support the **full Teams experience** with headsets that are certified for Microsoft Teams over native Bluetooth

▶ Look for **sustainable products** that are manufactured responsibly, incorporate certified post-consumer recycled plastic and FSC™-certified packaging and are software-upgradable to reduce hardware replacement requirements

Learn more about **Logitech** native Bluetooth headset capabilities here. ➡

## YOUR TRANSFORMATIONAL GROWTH JOURNEY STARTS HERE

Frost & Sullivan's Growth Pipeline Engine, transformational strategies and best-practice models drive the generation, evaluation, and implementation of powerful growth opportunities.

Is your company prepared to survive and thrive through the coming transformation?

**Join the journey.** ➡