



## CEBIT 2017

### Transformation and international cooperation

#### Audio specialist Sennheiser assists with enabling devices

Transformation processes in companies and a shift towards global operations require the right devices – Andy Niemann, Director of Business Communication at Sennheiser, explains how modern technology can strengthen communication and collaboration.

Whether it is the shift to new office layouts, a reshuffling of office locations or the introduction of a new UC environment – companies that are undergoing transformation processes or are expanding to work on a global level may experience challenges within their daily workflows.

“The right mix of communication devices can contribute greatly to a successful reorganization,” says Andy Niemann. “In general, any transformation is a great opportunity to optimize processes and set-ups. A company’s device strategy plays a key role in this respect.”

“Whenever a large overhaul of a company’s infrastructure is envisaged, it should consider whether their current device set-up still offers the optimum benefit for the new set up,” explains Niemann. “More often than not, new, future-proof equipment will open up new opportunities and increase collaboration and productivity.

“If, for example, a company is planning to set up new office locations, quality mobile equipment for online meetings, such as Sennheiser’s TeamConnect Wireless, could greatly improve cooperation between sites, enabling ad hoc meetings with up to 24 participants.”

In addition, such equipment can overcome limitations of a location: “As a mobile solution, TeamConnect Wireless can turn every room into a conference room within seconds,” says Niemann.

“The right device strategy not only makes the transformation process easier, it also provides exciting new possibilities for cooperation in the workspace. There is just one essential rule: All user interfaces in the office environment must be designed as easy and straightforward as possible – because technology should enable us to achieve our goals as quickly as possible.”



### **About Sennheiser**

Audio specialist Sennheiser is one of the world's leading manufacturers of headphones, microphones and wireless transmission systems. Based in Wedemark near Hanover, Germany, Sennheiser operates its own production facilities in Germany, Ireland and the USA and is active in more than 50 countries. With 19 sales subsidiaries and long-established trading partners, the company supplies innovative products and cutting-edge audio solutions that are optimally tailored to its customers' needs. Sennheiser is a family owned company that was founded in 1945 and which today has 2,750 employees around the world that share a passion for audio technology. Since 2013, Sennheiser has been managed by Daniel Sennheiser and Dr. Andreas Sennheiser, the third generation of the family to run the company. In 2015, the Sennheiser Group had sales totaling €682 million. [www.sennheiser.com](http://www.sennheiser.com)

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