

WASHINGTON--([BUSINESS WIRE](#))--Plantronics ([NYSE: PLT](#)), today announced Plantronics-as-a-Service, the first new offering, Plantronics Device-as-a-Service, is a 12, 24, or 36-month program that allows Cloud Service Providers to act as a one-stop shop for a complete, pay-as-you-go communications solution. It complements the Cloud Service Provider's subscription business model for SMB and mid-market businesses, by adding a new recurring revenue stream from bundled hardware and world-class Plantronics customer support.

For customers, the Plantronics Device-as-a-Service program will make it easy to acquire a complete communications solution in a packaged, pay-as-you-go manner from a single Cloud Service Provider. It means customers can scale usage to match changes in their business and to match the right communications devices to their users' work styles.

"As more businesses are realizing the value of a pay as you use OpEx model, we are pleased to have Plantronics launch the Plantronics-as-a-Service program and see clear benefits for our Lync customers and Cloud Service Providers," said Giovanni Mezgec, general manager, Lync Product Marketing, Microsoft.

"As their business needs evolve, customers want a simple and agile way to purchase a complete Unified Communications solution," said Erna Arnesen, vice-president, channel and alliance marketing, Plantronics. "The new Device-as-a-Service program makes it easy for the customer and easy for the Cloud Service Provider."

According to Tiffani Bova, vice president, Gartner in the June 2014 report entitled, Tech Go-to-Market: Selling Unified Communications in a Highly Disruptive Market, "Developing an effective sales and go-to-market model in this ultracompetitive, rapidly evolving environment is challenging, but essential, to capture growth. Established and emerging providers must develop agile sales programs and operations that allow them to respond rapidly to market shifts."

Plantronics-as-a-Service is formally launching today at the Microsoft Worldwide Partner Conference 2014. The new Plantronics Device-as-a-Service program is available now for SMB and mid-market customers in the U.S. In the future, Plantronics-as-a-Service will add new products, services and countries. To get more information on the Plantronics

Device-as-a-Service program, go to www.plantronics.com/PayAsYouGo or visit our booth (#420) at the Microsoft Worldwide Partner Conference, July 13-17.

About Plantronics

Plantronics is a global leader in audio communications for businesses and consumers. We have pioneered new trends in audio technology, creating innovative products that allow people to simply communicate. From unified communication to Bluetooth® headsets to gaming solutions, we deliver uncompromising quality, an ideal experience, and extraordinary service. Plantronics is used by every company in the Fortune 100™, as well as 911 dispatch, air traffic control and various mission-critical applications for those on the frontline. For more information, please visit www.plantronics.com or call (800) 544-4660.

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