Correlations Between Company’s Investment in IT and Other Business Factors

By: Keegan Hill

Sponsor: Dr. Han Zhang
Look at the guy talking

Dr. Han Zhang

Keegan Hill
Could I get the title of that project in English please?
Why do we need to look into this? Who cares about it?
Businesses

What benefit does IT bring?
How much should we invest?
Does IT help us grow?
How are we affected organizationally?
How does it impact our market operations?
IT Companies

What advantages can we advertise?
How much should other companies buy from us?
We need info to help us grow!
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Search Type:   
Terms & Connectors  Natural Language

Search Terms:  "Plantronics" w/20 "new product" OR "new brand" OR "new version" OR "introduce" OR "launch" OR "unveil" OR "roll out" OR "improve" OR "test market"

Specify Date:  Date is between... 01/01/2001 and 12/31/2008

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Introduces New Dual-Mic Voyager 835 Bluetooth Headset

Plantronics, Inc. unveiled the new Voyager 835 Bluetooth headset featuring three advanced noise canceling technologies that together provide superior clarity and natural voice on both sides of a call. The new Voyager 835 offers Plantronics Dual-Mic AudioIQ, a combination of its proprietary DSP algorithm which optimizes audio levels and fidelity on both sides of a conversation, with precisely configured dual microphones to significantly ground noise. The inclusion of dual-microphones allows the Voyager 835 to accurately isolate voice signals: one microphone acts as the second microphone identifies background noise and removes it.
PlanoPlus introduces New Wireless, Bluetooth and Hands-Free Headsets For Mobile and Office Users, PR Newswire, January 8, 2004 Thursday

The $49 and $69 Plantronic headset were made for the busiest or most challenging users. The $690 is a wireless voice-cancelling model, and

\[ $119.95 + $4.95 \]  Max estimated price $199.95. Available in late January.

The new Plantronics Mobile Headset Amplifier (BT-800) or BT-800 for Plantronics is a "borrow" feature for Plantronics mobile users. It is a motion, affordable solution for people who experience issues with their hearing or have difficulty hearing in noisy environments and need up to 12dB $99.95. Available in late January.

Voice controlled delivery, hands-free capability and superior audio quality to the broadcast range of users, by way of our expanded product line, will make the Plantronics line easier to use and more flexible. Plantronics mobile users can use the Plantronics "hot" feature to order at least 30% off the standard price, up to 40%.

Synchronization: BT-800

Bod: Plantronics, Inc. (NYSE: PLT) the worldwide leader in communications headsets, today announced the Plantronics Plantronics SuitePlus, the new standard in performance, reliability and all-day wearing comfort for contact centers and office environments.

The Plantronics Plantronics SuitePlus models feature Bluetooth wireless technology, allowing Plantronics users to connect their Plantronics SuitePlus and Plantronics Plantronics SuitePlus headsets to other devices, such as smartphones, tablets, and laptops.

The Plantronics Plantronics SuitePlus headsets are available now in the U.S. and will be available in select countries worldwide in 2014.

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New Products

IT Spending

Production Capacity

Mergers
What I’ve Completed

Nortel Networks Corp.
Maytag Corp.
Acuity Brands Inc.
Tellabs Inc.
Motorola Inc.
Ciena Corp.
Inter-Tel Inc.
Applica Inc.

• Smith (A.O.) Corp.
• Royal Appliance Mfg.
• National Presto Ind.
• Cooper Ind.
• Comverse Technology
• ADC Telecom.
• Hubbell Inc.
Thank You for Your Time!

khill9@gatech.edu