

Confindustria Bergamo chooses Jabra for their new headquarters



An association of companies that operates on a non-profit basis, **Confindustria Bergamo** plays a role in representing industrial and tertiary companies in Bergamo and its province, comprising of around **1,200 companies and 80,000 people**.

In January 2020 Confindustria Bergamo moved from the historic headquarters in the center of Bergamo, to its new location within the **Kilometro Rosso technology park**. The new hybrid work and collaborative work opportunities offered by the physical spaces in the new building also gave rise to new digital technology needs.

With this new landscape and location in mind, Confindustria Bergamo sought partners who could help in their digital transformation journey. One of these was **Jabra**, chosen as a partner for the supply of audio, video and communication solutions.



“**Efficiency, collaboration and communication** were the main objectives, but the change was also necessitated by the transition **from single offices to open space areas and collaborative zones** where working amongst colleagues was encouraged and facilitated.”

Gaia Bolognini,
Communication - Confindustria Bergamo

PROJECT AT A GLANCE

In 2020, Confindustria Bergamo moved to a new headquarters within the Kilometro Rosso technology park. Along with the physical move was also a shift in work culture and office spaces, bringing more opportunities for hybrid working. Jabra was chosen as a partner to support this digital transformation.

SOLUTION



100 Jabra Evolve 65, 20 Jabra Evolve 65e, 40 Jabra Speak 710

Three different high-quality audio solutions available to teams depending on their needs, from open space, to meeting rooms, to use on the go.



5 Jabra PanaCast, 11 Jabra PanaCast 50

Intelligent audio and video solutions suitable for different work environments from open collaborative co-working zones to individual offices.



“We started with headsets, looking at different options to suit the different needs of our staff,” says **Marco Martinelli, IT Manager of Confindustria Bergamo**, “and we identified the Jabra Evolve 65 as the ideal solution in supporting colleagues in everyday activities thanks to its ability to totally isolate and guarantee optimal concentration even in an open space.

“For those who often work off-site and spend most of their time in the car to visit customers and partners, the **Jabra Evolve 65e** in-ear headphones were chosen as a reliable and practical solution that stands out for its lightweight design and fit that ensures maximum comfort and ease of use, as well as high quality audio in any situation.”

“The new office space also has several meeting rooms, so we added the **Jabra Speak 710**, a versatile wireless plug-and-play speakerphone with a Hi-Fi speaker that instantly lets you switch from a conference in Teams to a hands-free phone call. For the meeting rooms, we chose **Jabra PanaCast** as the camera is able to immediately frame all colleagues inside a meeting room, even a small one.”



“The real turning point in the last year and a half, has been the introduction of **Jabra PanaCast 50** which, thanks to Artificial Intelligence, guarantees immersive video conferences, especially for people who today, can connect remotely.”

Marco Martinelli,
IT - Confindustria Bergamo

“They got in touch with us at the end of 2018, so more than a year before the change of headquarters,” comments **Marco Colombini, Jabra Major Account Manager**. “Confindustria Bergamo wanted to evolve digitally by providing the best equipment for its employees to be able to communicate and collaborate in a completely different environment.”

“After a period of testing, the **Jabra Evolve 65** headphones were chosen, top of the range multipurpose with Bluetooth technology that offers up to 30 meters of wireless connectivity with PCs, smartphones, and tablets. With passive noise cancellation, voice commands, and a discreet microphone arm that integrates into the headband when there is no call in progress, these headphones are an optimal solution for employees in terms of both quality and ergonomics.”



Once the need for space revision arose in Confindustria, the **Jabra PanaCast 50** was then recommended, a plug and play solution capable of guaranteeing exceptional audio and high-definition video at the same time.

“Equipped with three 13-megapixel cameras mounted in a high-precision multi-camera array that create an immersive 180° field of view in Panoramic-4K, PanaCast 50, through the new Dynamic Composition function, offers a truly natural and inclusive videoconferencing experience.”

The choice and adoption of Jabra devices by Confindustria Bergamo has proven to be a valuable forward thinking move ahead of its time. These solutions are all fundamental assets that make the company productive, competitive, and meet the change and evolution required by the new hybrid ways of working.

