

## **Serta International Improves Business Communications at Multiple Locations with NEC Sphericall Software-Based Solution**

*Worldwide mattress manufacturer lowers costs while connecting nationwide facilities*

**IRVING, TX, October 7, 2008** — NEC Unified Solutions, Inc. (NEC), a leader in enterprise business communications, today announced that Serta International is leveraging the NEC Sphericall® software-based communications solution to connect employees at Serta's Hoffman Estates, Ill., headquarters and 21 nationwide manufacturing plants while dramatically lowering total cost of ownership.

### **Challenge and Solution**

Large call volume and an old, traditional telephone system previously made handling communications at Serta's multiple locations expensive and inefficient. To update the technology for more efficient working conditions, Serta instituted NEC's Sphericall solution to help reduce system-management overhead and facilitate mobility using softphones.

### **Results**

By using NEC's Sphericall system and services, Serta is tying together its facilities with a wide area network via a BranchHub Media Gateway at each plant location. Sphericall's MeetingHub conferencing solution has resulted in improved collaboration at Serta. The NEC technology has allowed Serta to save airfare costs and makes it easy to conference up to 60 people at once. Additionally, salespeople operating remotely can easily stay in touch with customers, dealers and co-workers via softphones downloaded to their laptops.

Since installation, Serta saves on long-distance calls between locations and has documented marked cost savings; one plant recorded a 40 percent reduction in costs since deployment.

"In the past, everyday moves, adds and changes took a lot of staff time. We selected NEC's Sphericall technology to tie in all the locations, save on long-distance calls and allow us to reduce system management overhead," said Lynn Dillard, vice president of information systems, Serta. "Sphericall takes an open-system, software-based approach to unified communications. As a result, we no longer have to purchase proprietary equipment, which saves us money. The system also integrates features that we found companies usually have to pay extra for such as centralized management, integrated voice mail and tremendous call-handling features."

Developing solutions that enable companies to improve organizational efficiency is part of NEC's UNIVERGE® 360 vision to unify business communications. NEC's approach was developed and unveiled earlier this year and has enabled Serta IT management to identify employees by their respective roles within the company, and then merge the technology and business processes needed to help make their jobs more effective.

"The Sphericall solution is scalable and able to match Serta's growing business, giving the solution the ability to be viable for years to come," said Don Fiorentino, vice president and general manager, western regional sales for NEC Unified Solutions. "Now, Serta's employees are able stay in touch with each other, allowing Serta to improve customer service. Plant managers can stay on top of just-in-time shipments from vendors; in addition, they access the shipping, inventory and accounting departments at will."

For a case study detailing Serta's use of and benefits from NEC's Sphericall solution, visit [www.necunified.com/casestudies](http://www.necunified.com/casestudies).

### **About NEC Unified Solutions**

NEC Unified Solutions helps companies unify their business communications through innovative software, applications, development tools, and services. NEC offers a complete portfolio for unified communications,

wireless, voice, data and managed services, as well as systems integration and application development. NEC Unified Solutions serves as the North American communications integration arm of global giant NEC Corporation for Fortune 1000, as well as small to mid-sized businesses in vertical markets such as hospitality, education, government, and healthcare. For more information, visit [www.necunified.com](http://www.necunified.com)

### **About Serta International**

Serta is a bedding brand leader and the manufacturer of the best selling premium mattress in America, The Serta Perfect Sleeper®, the upscale Perfect Day® collection and the elegant Vera Wang by Serta® Collection. For more information, visit, [www.serta.com](http://www.serta.com). As the leading provider of mattresses to the hospitality industry, Serta partners with hotel groups such as Hilton Hotels, Marriott, Intercontinental Hotels Group, Bellagio Hotel, Wyndham Hotels, Omni Hotels, Choice Hotels, Accor Hotels and many more.

Headquartered in Hoffman Estates, Illinois, Serta has 24 U.S. and four Canadian manufacturing plants. In addition, Serta is distributed internationally in 60 other countries. With its worldwide network, Serta is able to respond quickly to customers' needs while still preserving strict control standards to ensure the highest quality products.