



CUSTOMER STORY

LOGITECH CONNECTS QUALCOMM'S GLOBAL TEAM AS THEY DRIVE DIGITAL TRANSFORMATION



"We're working in so many different geographies with different teams. Having Logitech video collaboration tools helps us to create relationships that build trust and collaborate more effectively."

— **Louise Felton**
VP, Marketing, Qualcomm Technologies, Inc.

Qualcomm

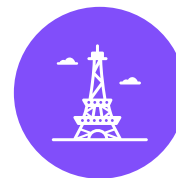
Qualcomm is a global leader in wireless technology. From network equipment to consumer electronic devices, they help billions of people around the world connect, compute and communicate. As their employees look to the future, they believe that it's important to make technology accessible to everybody.

INDUSTRY **Technology**
LOCATION **San Diego, California**
WEBSITE **qualcomm.com**

SOLUTIONS **Rally Bar, Scribe, Brio, Logi Dock, Zone True Wireless, Tap**
SOFTWARE **Microsoft Teams**



Qualcomm has 170 offices in 30 countries, including Brazil, China, France, Germany, India, Indonesia, Japan, Mexico, South Korea, the United Kingdom, and the United States.



Qualcomm's global teams worked together over Logitech video collaboration tools to create innovative campaigns in Paris & New York.



“Collaboration breeds ideation, and ideation breeds innovation.”

— **Don McGuire**
SVP & CMO, Qualcomm Technologies, Inc.

“Having technologies like Logitech Scribe allows us to be connected in a really intuitive way.”

— **Ashok Tipirneni**
Smart Cities & Smart Connected Spaces,
Qualcomm Technologies, Inc.

OVERVIEW

From Paris to Times Square in NYC, Qualcomm is showcasing the power of digital transformation at some of the world’s most iconic locations. Qualcomm uses Logitech video collaboration room and workspace solutions to connect global teams as they bring their campaigns to life, creating powerful new experiences and positive cultural impact.

CHALLENGE

The scale of these activations required creativity and innovative thinking to ensure the projects reflected Qualcomm’s vision and connected with local audiences. The global scale and complex nature of the projects required seamless hybrid collaboration. Team members around the world needed to share ideas and artistic renderings, from concept through execution.

SOLUTIONS

- **Logitech Rally Bar:** Logitech’s premier all-in-one video conferencing bar for medium and large rooms.
- **Logitech Scribe:** AI-powered whiteboard camera for Microsoft Teams Rooms, Zoom Rooms, and other leading video conferencing services.
- **Logitech Brio:** Ultra HD business webcam certified for Zoom, Google Meet, Microsoft Teams, and more.
- **Logi Dock:** All-in-one docking station with one-touch meeting controls and a built-in speakerphone.
- **Logitech Zone True Wireless:** Bluetooth earbuds built for business with noise-canceling mic, ANC, and the ability to simultaneously connect to a computer and smartphone.
- **Logitech Tap:** Video conferencing room touch controller that delivers one-touch join, calendar integration, instant content sharing, and always-on readiness.

RESULTS

Logitech video collaboration solutions enabled Qualcomm to work together across continents and time zones to plan and execute their global campaign.

- **Rally Bar** fostered a meaningful hybrid work environment by bringing clear video and audio into conference rooms.
- **Scribe** allowed distributed teams to review whiteboard sketches together during video meetings.
- **Brio** webcams’ audio and video quality ensured seamless meeting experiences for employees working remotely.
- **Logi Dock** supported remote employees by simplifying the home office, reducing clutter and enhancing productivity.
- **Zone True Wireless** helped employees stay focused and in the zone no matter the environment.
- **Tap** made it seamless and easy to join the right meeting at the right time.

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www.logitech.com/vc

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Americas

7700 Gateway Blvd
Newark, CA 94560 USA

Logitech Asia Pacific Ltd.

Tel: 852-2821-5900 Fax: 852-2520-2230

Logitech Europe S.A.

EPFL - Quartier de l’Innovation
Daniel Borel Innovation Center
CH - 1015 Lausanne

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