



## Busylight increases productivity at J. Lauritzen

J. Lauritzen, an international shipping company, replaced their desk phones with Microsoft Lync Server 2010 in early 2012. The main office has 200 employees working in open plan offices in groups of 8-10 people.

J. Lauritzen wanted to make full use of the presence features of Lync.

“We saw the potential of presence in Lync to improve the work environment and increase productivity. We wanted to make ‘presence’ a part of everybody’s mind-set. And it quickly became clear that we had to bring presence out into the physical world”, says Martin Morup, Head of IT at J. Lauritzen.

J. Lauritzen decided that all staff should have a BusyLight. The light mounted on each monitor now clearly shows whether a colleague is busy or available.

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Martin Morup, Head of IT at J. Lauritzen

#### PROFILE:

Customer name: J. Lauritzen  
Industry: International shipping  
Location: Copenhagen, Denmark  
Busylight users: 200+



“Busylight has led to less interruptions and an increase in productivity.”



Martin Morup  
Head of IT at J. Lauritzen

## RESULTS

“Busylight is a success in our office. It has taught staff the value of presence. People are now much more aware of their own presence status as well as the status of colleagues,” says Martin Morup and continues:

“Busylight has led to less interruptions and an increase in productivity. When people want to work uninterrupted, they can.”

Staff at J. Lauritzen have also been happy with the silent call alert flashes of Busylight; either to see their own call or to know which call they are picking up.

J. Lauritzen have recently deployed Busylight to their Singapore office as well.

Busylight solved the task of unleashing the power of presence at J. Lauritzen. Now they are reaping the benefits.

### RESULTS AT J. LAURITZEN:

- Increased productivity
- Putting presence on the agenda
- Less interruptions in the office

More information: [www.busylight.com](http://www.busylight.com)