



Case Study

Capital New York

Navigating the intricacy of collaboration systems is not just about choosing the right technologies. Discerning companies seek a technology partner to help make sense of the complexities. Capital New York, a financial industry consulting company, had been facing some issues with their meeting rooms and required a technology partner they could trust.

Capital New York had previously used a single person operation for their audio visual support, but this sole proprietor did not have the staff or skills to handle the training room system. Consequently, he did not provide the results they were seeking. Steve Newton, Capital's Senior Analyst for IT, describes their frustrating situation: "Not only were there audio, programming and video distribution issues, but our vendor had stopped responding to any questions and complaints." Steve began searching for a better audio visual resource, and happened upon Profound Technologies, who was eager to fix the problem.

Profound's account executive Emily Rhinehart wanted to provide her new client with a superior training room experience. "Steve was hoping to utilize as much of Capital's current equipment as he could, but his priority was to get the system back up and functioning," Emily explains. "When I visited their headquarters in New York to do a quick site survey, my intention was to communicate the value of a partnership with Profound and to start building a relationship with Steve."

Through the beginning phases of the project, Profound's team of engineers discovered that the system had not been properly

configured and was in need of reprogramming. Capital New York had a three week training approaching that needed the new training room to be functioning seamlessly. Even with this pressure on the project, the team finished the room in two weeks.

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Steve was very happy with the room as training began and greatly appreciated Profound's team. "Emily and the guys were awesome!" he exclaims. "They were reliable when all worked well, and even moreso when issues came up." Steve describes an incident when the router was accidentally reset and the iPad was no longer connected to the Crestron system: "I was unsure how to fix it and was in panic mode since the room needed to be back up by 8 AM the next day. Even though it was the end of the day, I called Emily to see if her team was able to spontaneously help me out."

Fortunately, one of Profound's engineers was already in New York City and was able to reset the system and even implement some programming changes. All was well.

"The system has been running perfectly ever since," Emily says. "Not only am I proud of the finished project, but I think this showed Profound's trusted customer service and teamwork. I established a



great relationship with Steve and my team backed me up on all the promises I made.”

Profound’s relationship with Capital New York continues to thrive. Emily checks in on Steve and the training room every week and Steve even visited ProFound’s office to learn more about what else they had to offer. As far as the future goes, Emily sees promise. “Steve recently called me up to tell me about an exciting new project he wants us to do. We genuinely enjoy talking and sharing opportunities. I feel like this is the ideal relationship we want with our customers—a dynamic, mutually beneficial partnership.”