



## Case Study

# Cutting-Edge Technology Solutions for Global Consulting Firm

Abstract Systems is a Fortune 500 company and the largest global technology consulting firm in the world. Their Chief AV Architect needed a technology partner to standardize hundreds of AV rooms spread across the company's subsidiaries. This daunting task required him to get details of all the technology already in place and to come up with different room packages to offer for new rooms and room refreshes.

Abstract Systems needed to standardize their technology and deploy quickly with a scalable solution. Through a demo of Profound Technologies' approach to Zoom and Teams, they saw the potential of a simplified and standardized meeting room experience and wanted to integrate this platform with their various upcoming projects and their current rooms with outdated technology.

From the beginning of this business relationship, their Chief AV Architect worked well with the team at Profound Technologies. Kevin Busza, Profound's COO, notes that "The client gave us projects in a few locations throughout the country with strict and urgent timelines and we were able to deliver the solutions they wanted

in the time frame requested."

Trust and efficiency grew through those initial projects, and Abstract Systems has worked to bring Profound in on several occasions since. The client stated, "Through the early stages of our relationship with Profound I could tell how experienced and professional their engineering staff, project managers, and field technicians were. I knew we could rely on them for even more complex projects."

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Abstract Systems had a large training space that needed a Microsoft Teams integration. Originally they considered using an out of the box experience, but Profound's team saw the opportunity for a semi-custom solution that could meet the exact user community needs within this training space.

Profound mocked up a couple different solution types for them to evaluate before finalizing the design together. Their AV team ended up going with Profound's recommendation which gave them flexibility with sharing content to multiple displays and joining into Microsoft Teams calls. Abstract Systems was then able to do more robust presentations and provided the ability to route the presentation and video into the Teams meeting. Through the design and engineering process,

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Profound provided a way for the client use Teams in a larger format training room environment while controlling the room through a simple touch panel experience.

Abstract Systems not only trusts Profound to be their internal technology partner, but they brought Profound into opportunities with their clients as well. The Department of Education had a number of Crestron systems that were not performing adequately. Users were instead needing to use their cell phones to dial into conference bridges in the room rather than the meeting room system. The room was far from user friendly as the touch panel had small buttons and a frustrating user interface. Profound's team was able to incorporate their expertise by providing a new touch panel interface that was simple to use. Also, Profound updated the equipment and collaborated with the local IT management to ensure that the user community was properly trained on what changes were planned.

This 20,000 square foot experience center required three or four separate video wall collaboration spaces for senior managers to use for live demos. The client explained, "My goal was to ensure the technology was seamlessly built into this interactive environment. Profound had previously and successfully designed a global design center, so I knew I could count on them with these kinds of challenging projects."

While Abstract continues to build new spaces, Profound Technologies has become an integral part of construction team meetings as both an integrator and technology consultant. "As their technology partner, Abstract Systems depends on our creativity, expertise, and high-quality solutions for their large scale projects," Kevin says. "We appreciate the client and their team not just because of our solid business relationship and newfound friendship, but because we also enjoy working on challenging AV collaboration spaces, helping our customers solve complex problems, and meeting their top objectives. We look forward to more projects to come as this customer relationship continues to grow."

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