



## Case Study

# AV Solutions for Real Estate Investment Industry

The commercial real estate and investment industry relies on enterprise-level audio visual solutions for not just their own offices, but their clients as well. Collins, Mulaney, Rogers, and Anderson (CMRA) is the largest commercial real estate services company in the world, offering solutions to property owners, investors, and occupiers. One of their large commercial complexes in the Philadelphia area had a complicated, facility-wide audio visual routing system that was long overdue for service and an upgrade.

The property manager was on a mission to find the right help and get their system updated, but their original system integrator was not returning any phone calls or emails. When he reached out to Profound Technologies, who had worked with previous CMRA locations, Profound quickly assessed the situation and got started. "We needed a technology partner to upgrade our facilities and install updated AV technology, and we needed to get started right away on priority areas in the auditoriums," the property manager explains.

Profound accessed the situation and scheduled a service visit to fix some mission-critical issues. "Following the first visit, the team put together a game plan to provide CMRA with a technology audit of all equipment and systems," Dan Shadow, Profound's Account Executive, says. "From there, we established that this engagement would take 7-10 business days on site, given the size of the complex. However, we were prepared for the challenge."

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Throughout the project, Profound provided timely service, training for the staff, and technology partnership. "In the end our responsiveness and overall customer service won over the client," Dan says. "From there it was merely leaning on our experience that allowed us to quickly diagnose and set the client on a path to success."

At the conclusion of the project, CMRA's team was very happy with the results and the speed of the work. Once the job was done, CMRA set up a maintenance plan with Profound for them to continue to service the system. Their location still has a lot of other upgrades needed, so Profound and CMRA are preparing for more projects together in the future.

\*Pseudonyms have been given to protect the privacy of persons and organizations.