



Case Study Omnicom

Profound Technologies, known for its audio visual expertise, took on a major project for Omnicom, a prominent global marketing corporation based in New York City. This ambitious task involved consolidating eight floors into four at Omnicom's headquarters. With over 600 agencies under its umbrella, Omnicom had high expectations and chose Profound to deliver outstanding results.

Trevor Depp, Profound's account executive, expressed his excitement about the project. "Our three-year partnership with Omnicom led to this significant opportunity. Omnicom had confidence in Profound's ability to complete projects quickly, efficiently, and within budget."

The challenge for Profound was to create a user-friendly and efficient collaboration system for the meeting rooms. These rooms would be shared by multiple advertising agencies, each with its own set of technologies. Aligning these diverse systems required meticulous planning, and Profound's reputation for seamless integration and user-friendly interfaces made them the ideal choice.

Profound's commitment to client satisfaction was evident throughout the project. They designed nine integrated conference suites and twenty huddle rooms across the four floors,

ensuring a smooth and cohesive experience for all users. The company's meticulous problem-solving approach allowed them to address issues left behind by a previous company, demonstrating their dedication to delivering high-quality solutions.

The project's success highlighted Profound's ability to create intuitive and user-friendly interfaces. Omnicom's Chief Technology Officer expressed his satisfaction with the seamless transition for employees, who found the new system easy to navigate without needing a manual. Impressively, the project was completed in three efficient weeks, further strengthening Omnicom's trust in Profound's capabilities.

It just made sense
to use Profound for
both. My network and
home technologies
are now managed by
one company.

The positive outcomes of the collaboration extended beyond project completion. Profound's exceptional service didn't stop with installation. They provided day-to-day support and maintenance through an AV service plan, ensuring Omnicom's operations continued without disruptions. Moreover, this successful project has paved the way for further cooperation, with multiple new projects already in the works.

Trevor Depp reflected on the experience, emphasizing the well-coordinated effort. "The success of this partnership has reinforced Profound's position as a trusted and valuable partner for leading organizations like Omnicom."