



## Case Study

# AV Renovations for Private Equity Firm

Richardson & Partners is a fund manager for a series of private equity funds focused on office investments throughout the United States. Two of their newly acquired buildings were both preparing for renovations in 2020 including AV renovations for café's, gyms, conference rooms, and lobbies. These spaces required an assortment of audio visual improvements including audio distribution, digital signage and video conferencing systems.

The renovations included a variety of trades, as most large scale commercial projects do, and the need for a reliable AV integrator. Profound Technologies was brought into the project from one of their IT Agent Partners. Profound and their IT Partner complemented each other well as their partner focused on the Managed IT (Network, Telecom, Security, etc.) and Profound on the AV technology. From the beginning, Profound Account Executive Dan Shadow and the team knew that they were the

ones for this project. "We were not only able to provide an end-to-end solution from design to installation, but we also worked with our IT Partner to create an all encompassing maintenance program. This was exactly what Richardson needed for this project," Dan says.

The project went smoothly and resulted in seamless technology solutions in the different rooms of the campus.

"Richardson's staff was really happy with our level of service and communication," Dan says. "This project was completed during 2020 when COVID made the project coordination more complex. However, we were able to exceed expectations despite the difficult environment."

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Richardson and Profound continue to work together as these newer audio visual environments require ongoing maintenance. Not only that, but Richardson & Partners is looking to add outdoor audio to both buildings next. Between the ongoing projects and referrals, both companies look forward to future work together!

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