



Case Study

Zoom and Profound Partnership

Profound Technologies, a premier custom audiovisual systems integrator, has recently focused and excelled in the realm of Zoom-based solutions. Their transformation as a Zoom Partner was achieved through meticulous attention to industry trends, strategic partnerships, and an unwavering dedication to ensuring customer satisfaction, cementing Profound's position as a leader in the dynamic audiovisual landscape.

Profound started out as an independent programming company that provided custom code and touch panel user interfaces for elaborate corporate collaboration spaces, and quickly realized the limitations of not having a direct end-user relationship. Witnessing the consolidation trend in the audiovisual industry, with manufacturers like Crestron Electronics introducing comprehensive devices like Digital Media Presentation Switchers (DMPS), Profound recognized the opportunity to offer more efficient and comprehensive solutions.

To enhance their offerings, Profound identified the potential in leveraging the power of Zoom technology and began writing custom code to

interface with the Zoom API. This enabled them to provide end users with personalized features beyond the standard Zoom capabilities, such as local meeting control and cable box control. Through this custom API work, Profound delivered tailored and feature-rich experiences to their customers.

To further strengthen their proficiency with Zoom, Profound made a strategic decision to invest in their team's expertise during the pandemic. Kevin Busza, COO of Profound Technologies, noted how "approximately 20 Profound team members underwent the Zoom Gold Certification process, enhancing their skills and establishing them as trusted authorities in the field." He also highlighted that this certification positioned Profound as an ideal partner for organizations seeking Zoom integration solutions.

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Profound's commitment to excellence and close relationship with the Zoom Rooms team and other contacts at Zoom resulted in numerous referrals from Zoom corporate. They assisted a CEO's office in developing a custom lighting control interface seamlessly integrated with Zoom's native UI. They also earned the trust of a large financial services company to design and implement a Zoom system with intelligent camera framing capabilities for automated tracking of active speakers.



Profound created an Experience Center in Philadelphia to showcase their expertise and the latest Zoom Rooms technologies. “This facility allows us to conduct live demo events, showcasing advanced features such as speaker tracking, calendar integration, and custom digital signage,” says Kevin Busza. Collaborating with Zoom, they conducted webinars and interviews to share new technologies with the broader Zoom community.

John Sterns, Head of Zoom Spaces, recognized Profound’s remarkable journey, stating that “Profound’s transformation from an independent programming company to a Zoom-centric systems integrator exemplifies their adaptability, commitment to customer satisfaction, and ability to leverage industry trends and strategic partnerships.” He also highlighted how their journey showcases their success in navigating the evolving audiovisual landscape by embracing Zoom and offering custom solutions. Sterns further noted that Profound’s commitment to staying at the forefront of technology and delivering cutting-edge solutions in the audiovisual industry shines through as they expand their focus to pre-engineered Zoom rooms while continuing to excel in providing customized room systems for the majority of their business.