

RoomReady creates a simple, consistent user experience for Fortune 100 lifestyle brand's new headquarters



When a global lifestyle brand known for its performance products planned a new headquarters in Los Angeles, it needed an AV integrator that could conceptualize and install technology solutions for a variety of spaces. The company's goal was to create a simple and consistent user experience that could work the same in their meeting rooms, gathering spaces and event venues in every office around the world.

The company knew bringing its spectacular vision to life would be no easy task – especially as the brand looked to stay within design standards and avoid going over budget. The project in its entirety would include nine meeting rooms, 11 video conferencing spaces, one executive boardroom, 12 showrooms, four event spaces, two video walls, several offices, background music, dozens of workstation monitors, and a large digital scoreboard, which would display custom content for the company's office and visitors.

They selected an AV integrator to tackle the project – but before long, it was clear the selected integrator wouldn't be able to successfully complete the task. So, the brand asked AV integrator RoomReady to submit a competitive proposal. RoomReady had recently completed a very successful installation at the company's worldwide headquarters, and decided to bring them into the Los Angeles office to finish the job. RoomReady started with a deep dive consultation, part of its proven development and installation process. It explored the company's use cases, took the time to understand their design standards, and spoke with end-users. RoomReady's engineers also collaborated with the company's AV engineering team to envision the best possible user experience for each meeting and event space.

Designing and installing flexible solutions

RoomReady's flexible designs integrated the right technologies to meet the company's vision and design standards, no matter the user, and could be modified anytime throughout installation without the need for expensive change orders. The RoomReady Set, their patented wall-mounted rack, would serve as the foundation for each meeting room – allowing the installers to nestle equipment and cabling

RoomReady impressed the customer - because they are flexible, collaborative, transparent, and truly understand the AV end-user experience.

neatly behind the room's AV display. RoomReady assembled solution in their facility, reducing install times by conducting operational testing of the equipment prior to arriving at the customer's location.

AV installation began at the Fortune 100 company's headquarters in spring 2020. The RoomReady team immediately faced an uphill climb caused by the COVID-19 pandemic. For example, AV equipment testing was contingent on the ability to connect to the network, based on the readiness of the general contractor – a process that was greatly delayed by coronavirus restrictions. Other COVID-related delays significantly complicated basic moving tasks; because the building's elevator was not operational yet, RoomReady had to lift the massive digital scoreboard up three flights of stairs before installation. At every turn, RoomReady was able to adjust its schedule and pivot to other parts of the project, reducing the impact of construction delays as much as possible.

Throughout the process, RoomReady worked with the customer to refine its design standard for each meeting space. This trusted partnership also led the brand to allow RoomReady to work directly with on-site staff, including the general contractor, to help finish the installation quickly and efficiently. And when the project was complete, RoomReady and the lifestyle brand had installed a diverse range of technologies including Cisco and Dolby meeting room hardware, Zoom meeting platforms, video walls, a Daktronics digital scoreboard, and 55-inch display signage with IPTV – all of which were turned over on time and on budget.

Delivering a simple, unified user experience – on time and on budget

RoomReady's knowledgeable installation team, as well as the integrator's ability to incorporate the variety of software and hardware needed, allowed it to facilitate every AV solution the customer required. Each technology space was tested and functional on opening day of the Los Angeles headquarters. Although much of the company was still remote as of late 2020, the first employees and visitors back in the building gave the user experience a positive review.

The lifestyle brand was pleased with RoomReady's work - because the integrator's engineers are flexible, collaborative, transparent, and truly understood the AV end-user experience.

The Results



Installed **simple, consistent solutions** in more than 40 meeting and event spaces



Refined the customer's **design standards** in each meeting and event space



Completed the project **on time and on budget** – despite pandemic obstacles

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