room▸ready™

The RoomReady Way to Stress-Free Meetings

A Letter from CEO Aaron McArdle

I'd like to start by asking you a question: when was the last time you wished your AV equipment would just…vanish? So it could never ruin another meeting again?

If your answer is "actually, I just had that thought, and that's why I'm now reading this eBook," you're not alone. Installing, let alone using, meeting room AV has become frustratingly complicated in the last few years. And now that more offices are adopting hybrid work, an increased focus on achieving an equitable meeting experience for in-office and remote workers is adding to the stress.

That's why the RoomReady team isn't only concerned with delivering the right AV technology for your meeting room's specific needs – we want to make the experience of using that technology, of installing and maintaining it, simple. This mission guides the way we work with customers from the moment they reach out with a challenge, to the moment we take their AV technology live, and even how we support their meeting rooms after. We've dubbed our process the "RoomReady Way." It's how we live up to our mantra – we innovate, you collaborate.

Over the next three chapters, you'll get a brief overview of how we build meeting rooms that are easy to use, some thoughts from our leadership on how we make each step in the process happen, and real-world examples of how our process drives measurable results.

If you have any questions about the RoomReady Way, how we can help you improve your meeting experiences, or where to find the perfect sledgehammer for breaking down your old AV equipment, you can always reach me at amcardle@roomready.com.

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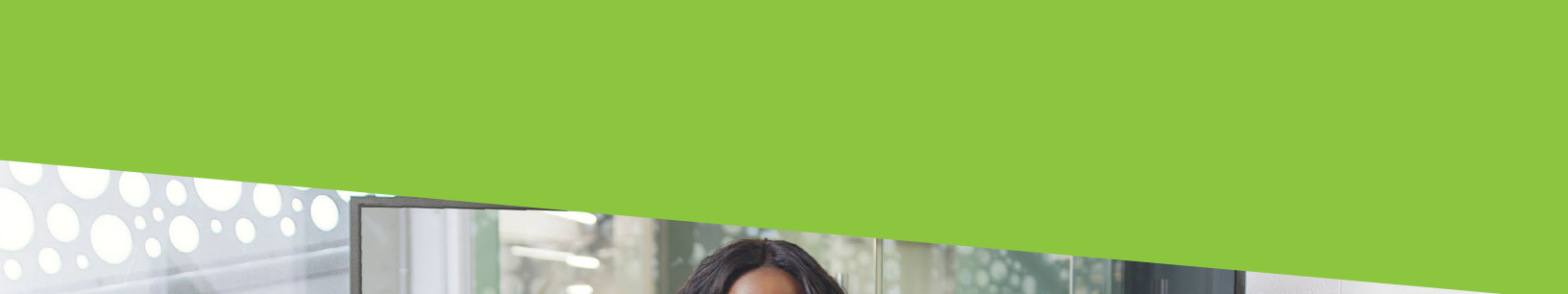>
> AARON MCARDLE

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Explore and Simplify: How We Get to Know You

No two meeting rooms can be wired the same, whether that's because of the layout, the space restrictions, or how you plan to use the room. Even a slight difference between rooms can require a different camera set up, or different speakers. That's why you should be wary of an AV professional who walks into your intro meeting and begins pushing solutions before you've even defined the problem.

The RoomReady Way guides our initial conversations with customers – and our focus is on your specific needs.

Through our first two steps, **Assess** and **Simplify**, we get to understand each room's unique requirements, learn your expectations, and define what a stress-free meeting room looks like to you. Then, we get to work developing a solution for you and you alone.

In this chapter, we'll discuss more about how these early steps set your meeting room project up for long-term success.

Why relationships are critical when selecting an integrator

When you think about selecting a partner to handle your meeting room technology integration, what's the first question that comes to mind? How much is this going to cost me? Yeah, we can hear you thinking it now. And you're not alone. When it comes down to the nuts and bolts of implementation, emphasis is often placed on price. Facilities and IT are given lower budgets and still expect to make magic happen.

Don't worry, we're not here to say you should blow your budget on meeting room technology.

But it IS important that you balance cost with bang for your buck. The cheaper the solution, the more likely quality will be lacking. Focusing on price over experience and relationships can often lead to incomplete jobs and sub-par delivery- Jobs that don't get done, don't get done right, or are completed but don't work.

At RoomReady, we feel that relationships should trump everything. Why the focus on relationships? Well, it aligns to our belief that partners should build longstanding relationships based on trust. Developing a good relationship between buyer and integrator leads to an environment where customer needs are heard, understood and acted upon. Ultimately, that means better room execution.

Trust is foundational

At the core of a good customer-integrator relationship is trust – and it certainly isn't built overnight. Your integrator should work to earn your trust throughout the entire process. It begins with your integrator being upfront about the complexities and realities of a particular room solution, and how long it will take to complete. Being transparent throughout the design and installation process creates a respectful relationship, where the implementation team can serve as a consultative voice – and the customer can feel a sense of security.

In a perfect world, this transparency in integration would be the default. But too often, our team finds a customer's previous integrator didn't follow that philosophy.

For example, we completed several rooms at the older headquarters of a Las Vegas-based utilities provider. The provider ultimately selected another integrator when it came time to build its new headquarters. It wasn't long, however, before the provider started noticing corners were cut during the install – and they came back to our team to fix the botched implementation. Because we had established trust during the earlier engagement, the provider knew it could come back to RoomReady to deliver the meeting room experience they needed when it came time to move into their new corporate headquarters (you can read more about the project here).

Trust leads to understanding

Trust may be the core of a good integrator-customer relationship, but it's the understanding that comes with trust that ultimately ensures a project is completed correctly. There's nothing worse from a customer's point of view than trying to explain what you want and seeing your request go in one ear and out the other.

From the integrator's perspective, that means asking the right questions up front to ensure the room setup, from the screen to the speakers to the lighting, meets a customer's exact specifications.

Here are a few of the questions we launch a new engagement by asking:

- What are you trying to accomplish with this installation?

- What are you using the room for?

- What problems have you had in the past?

- What are the must-haves for the space?

Not all rooms are the same – nor are customer needs– so asking these questions is a critical part of room integration. We bake these questions into our RoomReady Way process early, making them central to our Explore and Simplify stages, where we assess and personalize a meeting room solution based on a room's needs and restrictions.

Understanding leads to better room execution

An integrator should never approach a customer's meeting room as "just another job." That's how corners are cut and mistakes are made, particularly in the closing stages of a project. You know what they say about the best laid plans – an integrator should go back and check their work, even if everything was installed correctly.

RoomReady often finds that jobs we've been selected to fix weren't tested or fine-tuned to the customer's liking. Even though the room looks like a million bucks, the room controls aren't worth a dime. Users try to make use of the space and find they can't get their computer to connect. Adoption and morale tank.

Our team avoids closing on a sour note by certifying each room we install. It's an extra step that puts us in direct contact with the customer to ensure everything works to their liking – and that they understand how to operate every piece of technology within it. We also record the session, giving the customer a reference point in case they have any questions about room operation down the line.

You can't hurry (meeting room) love

When a meeting room is in dire need of a repair, it can be tempting for a customer to go with the integrator who gets the job done cheapest and fastest. But this is a choice that often becomes more expensive – and time consuming – down the line when it needs to be fixed (again).

Instead, the best integrators balance cost with delivery, building a relationship with the customer to ensure that every dollar of the budget is maximized. This approach leads to better communication between customer and integrator, smoother installation, and a quicker return on investment from a more functional meeting room.

Bottom line: don't settle for a one-way relationship with your integrator. Build your meeting room on trust.

Ushering in meeting room simplicity

Complex meeting rooms are dinosaurs. Attendees do not have the time or the patience to deal with multiple plugins, calls to IT for support or meeting disruptions.

In fact, our State of the Meeting Room Survey uncovered 60% of meeting leaders lose at least 5 minutes (and oftentimes more) when technology setbacks occur.

And because attendee attention is already at a premium, even the slightest hiccups can derail a meeting. So, how can meeting rooms adjust, improve and become places where attendees WANT to gather? By moving toward simplicity. Specifically, by creating spaces that simplify and improve the user experience.

Let's explore the three must-haves for a simple meeting room: easy-to-use tech solutions, intuitive logic and increased user adoption.

Less time messing with the tech

Too often, meeting rooms come equipped with confusing instructions, user guides and even cheat sheets. More time spent reviewing this information to start the meeting means less time spent having the actual meeting.

So, it's crucial to provide room users with an instant understanding of how equipment works. Start by adopting a single point of control. Replacing excessive remotes that only control individual units with a single remote or panel can simplify a meeting room solution. Also, instead of multiple cords for each type of connection – which is then connected to a distinct video source – meeting rooms should have a single cord with readily available adaptors that operate through a single source.

The goal is to equip rooms with required technology only – nothing unnecessary. If it lacks a purpose, it doesn't belong.

Make the room intuitive

Basic functionality should be incorporated into meeting room design by anticipating user needs. Install automated lights that turn on or off when someone enters or leaves a room. Or provide displays that automatically find the input source and share the screen when someone plugs in an external device.

Little touches like these reduce meeting room friction by removing the guess work for meeting set up. Simple functionality allows leaders to focus on the meeting execution – rather than searching for light switches or finding monitor inputs.

Foster user adoption

When users spend less time figuring out the system, they're more likely to use meeting rooms. The goal is to create spaces of collaboration, not frustration. As you consider room updates and optimal design, think about what would make you return to the room time and again.

Want a better idea of how your employees feel about your meeting rooms? Regularly poll users to understand their room experience and find ways to continuously improve. Doing so will help make sure the room use is optimized.

The time for simple is now

Simple no longer means "basic" or "bland." Instead, simplicity is what many of us work for in various areas of our lives. And simple meeting rooms should be the rule – not the exception. We encourage you to look at your meeting rooms and answer the question, "How simple are they really?" And perhaps, "What can be done to improve?"

RoomReady and Presidio
Standardized room solutions improve rollouts for major utilities provider

When the team at a major utilities provider in the western U.S. originally brought in RoomReady based on the recommendation of its IT services provider Presidio, there were no plans for a long-lasting partnership – it was supposed to be a single request to fix up some meeting rooms at the company's former headquarters outside Las Vegas. The utilities provider had hired another integrator on an install that hadn't gone according to plan, and they needed the room fixed quickly.

But that project quickly transformed into a larger ask. RoomReady, alongside Presidio, won the provider's business and was tasked with designing rooms for the company's new corporate headquarters, also just outside Las Vegas. After the successful installation of the new headquarters, the utilities provider tried out a different integrator to cut costs, but ultimately brought RoomReady back in when those spaces didn't meet its standards.

"In the battle of price vs. quality, price won," said Ken Ries, Project Manager at Presidio. "However, it speaks to the strength of RoomReady's work that the utilities company once again turned to their team for the fix. RoomReady continually demonstrates how their install processes and completeness are a cut above."

Blueprint for success

With RoomReady back in the fold, the utilities provider asked the AV integrator to work with Presidio on simplifying the install process. It wanted a meeting room model it could easily replicate, allowing the utilities provider to roll out new spaces quicker.

RoomReady and Presidio got to work designing a variety of room standards fit for the provider's facilities, including huddle spaces, small, medium and large conference rooms. The approved solutions gave the provider a standard menu for what hardware would be needed for each space, including display size, which camera bar best suites the room and whether additional microphones and speakers would be needed to provide a consistent experience for users.

"Every meeting room has multiple moving AV parts, and because each space is a different size, it's difficult to design one standardized solution," Ries said. "The work Presidio and RoomReady completed helps take the complication out of figuring out exactly which solutions are needed for which space. Everything down to where to hang the TV on the wall is laid out in these blueprints."

Room designs made simpler

As RoomReady and Presidio launched the new room solutions, their customer now has an easier way to scale its meeting room development projects. Each time the utilities provider wants to install or upgrade new solutions, it doesn't have to start the process from scratch.

"The goals are scalability and efficiency," Reis said. "As the provider expands its facilities, it can use learnings from building earlier rooms to help speed up the design of meeting spaces with similar square footage. Together with RoomReady, we've taken the complexity out of installation and given a major utility provider the spaces they need to be productive."

" **RoomReady continually demonstrates how their processes are a cut above."**

The Results

Fixed poor design and installations from former integrator

Designed and installed meeting spaces for new HQ

Created standard room solutions to simplifying future room additions

Accelerate: Installation Streamlined + Improved

It's the eternal meeting room conflict: a successful go-live for your new meeting room AV technology is only possible when the equipment is installed and fine-tuned properly. But that can be a time-consuming process, taking your meeting room offline for days or weeks, and we know you needed it live yesterday.

The RoomReady Way guides us through this process, toward a seamless go-live with minimal room downtime. That's because during the next two steps, **Assemble** and

Install, we actually build your AV solution at our facility and import it into your meeting space. And we keep you engaged at every step, to ensure every angle of the room meets your expectations.

In this chapter, we'll discuss how RoomReady takes the complex design process and simplifies it behind the scenes – so that the first day you walk into your new meeting room, your technology works like a dream.

Three step action plan for a successful video room upgrade

It's been a long time away from the office. You probably adjusted to work-from-home life, but as the pandemic begins to subside, you're likely heading back into the office – at least, for a few days a week.

Too bad your office didn't adjust with you while you were gone. Your conference rooms were built for the way we met in 2019, not today. Perhaps you previously only used Cisco Webex, but your team now uses Webex, Microsoft Teams AND Zoom. Or your meeting rooms were built so that employees could plug in via their HDMI ports, something newer computers no longer have.

If it's time to re-evaluate and re-design your room for today's workplace realities, begin by asking the question "What does the end user expect to happen?" The answer should drive the way you re-engineer your office, because your meeting rooms should be truly simple.

The most successful meeting room upgrades follow three steps – auditing your room's current state, finding the right solution and validating each piece meets your needs, and ensuring the complete solution answers that question about what your end users expect to happen. **Let's dig deeper into each step:**

Audit

A good technician knows that auditing a meeting room goes far beyond making sure cables are plugged in. You need to channel your inner Sherlock Holmes, examining every nook and cranny: software licensing, interoperability with meeting platforms, and every possible situation an end user may encounter.

For example, the RoomReady team recently conducted a room audit that found that end users joining a Webex meeting from a Webex-optimized room had no problems meeting and sharing their content. However, when using the system to join a meeting hosted on a different platform, only one of the two displays would be used to display both camera video and content. For some customers, this isn't

an issue. For others, this inconsistent experience is a big deal. A simple wire check wouldn't have uncovered this potential gap in expectations.

In a perfect world, a thorough audit would find no issues, and the room would perfectly meet expectations. But chances are this won't be the case and being proactive in identifying any issues or gaps is far better than having an end user stumble upon them right before an important meeting.

Proof of concept

You've defined the issues with your current meeting room, and you have ideas how you'll try to update your solution. Now you just have to purchase and install that solution. Simple, right?

Slow down just a bit. Before you settle on a new solution, it's best to pull together a proof of concept. Filling the room with HDMI to USB-C converters to support newer laptops might seem like the easiest fix for your specific problem. However, your meeting rooms are elaborate, with every device and cord serving a purpose. You need to be careful that your solution to one issue doesn't snowball and create new issues, or make the meeting room more difficult to use.

Start by mapping out each device in the room and how it's connected to other devices, and then determine where your solution might have issues. Test devices with the change you expect to roll out. You could set up your own testing space in your office, or utilize an unused meeting room to test your technology – at RoomReady, we developed our Innovation Lab to test new solutions in an accurate environment without interrupting end users. Thoroughly test each device or configuration change you expect to make. Just because a Dell laptop works, doesn't mean a Mac is guaranteed to work. Just because it works with Microsoft Teams doesn't mean it will work with Zoom.

Pilot

You've found your issue(s), identified a solution, and ensured the solution meets end user needs without impacting the room's other functionalities. Now it's time for your new technology to shine.

The pilot phase is a crucial step that validates the complete solution meets your end users' needs and expectations before a widespread deployment. You can roll out a pilot in one room of each type (conference room, auditorium, etc.) or one room in each of your buildings. It may seem natural to move into full-scale installation following an approved proof of concept, but the pilot room catches any unresolved issues that would be a lot more difficult to resolve if every room is already built – saving you lots of time and money in the process.

During the pilot, good feedback is essential. Ask your end users to test out every possible need, across every platform they might use, with any piece of equipment they might use. This gives you a chance to fine tune the solution and validate that the technology is truly meeting each use case.

It's all in the process

Audit, proof of concept, pilot – it's a tried-and-true way to assess and upgrade meeting room technology. It helps you ensure stakeholder needs are addressed and your meeting room technology remains ready to use and meets your end users' needs and expectations. It also provides peace of mind that you're not installing thousands of dollars of equipment, just for it to be a bad fit.

At RoomReady, one of our core values is "hustle smart." We will help you with the entire process by defining expectations, having a coordinated plan, and moving quickly to make it happen. If your rooms are in need of an evaluation, we're here to help. Simply contact us today to get started.

Chef's choice: the importance of Room Menus

For customers looking to install new meeting room technology, the whole process may be met with an eye roll. And this isn't surprising. Often, the first things that come to mind are the long downtimes when no one can use the rooms, costly upgrades and new, overly complex systems that employees will struggle to learn. And the most overwhelming thing is knowing where to start. Between the endless combinations of technology, room setups and software, decision-making can be the ultimate chore.

This is an all-too-common problem for meeting room technology projects, but it doesn't need to be this way. That's where RoomReady's Room Menus come into play.

Room Menus provide a shortcut to the ideal result—a meeting room that works the same way, every time. These Room Menus are pre-determined, standard room designs based on proven solutions that drastically cut down the planning and decision-making process. With this kind of approach, customers can take advantage of repeatable best practices, simple designs and, most importantly, speedy estimates and implementations.

Rooms that work

RoomReady's Room Menus are developed by AV engineers that have mastered meeting room technology. Each menu option maximizes a meeting space's potential based on past successful designs, from huddle rooms to large, divisible training rooms.

And, each one is built with user experience top-of-mind and has a clear functional narrative built right in. Having a consistent user interface in each room in an office means employees will know how to work all the meeting rooms at their company.

Having customers choose from a Room Menu also speeds up the installation process because room details are already finely tuned, resulting in less troubleshooting. Pre-designed rooms also allow for offsite assembly. Together, this means faster installation, which means less meeting room downtime and more time for collaboration.

Starting at the end

It's a lengthy process having customers pick every new piece of technology. And then you still have to make sure that that technology works together and will work in the space.

Instead, by having standard rooms, anywhere from 80-100% of the room is pre-decided. Room Menus include fully created renderings that help customers visualize the end product quickly and easily, cutting out the back and forth between sales and solutions architects.

But this is not to say that rooms can't be tweaked to meet your specific needs. Although many of the rooms are pre-designed, Room Menus can still be personalized to fit specific needs, such as different meeting platforms and varying meeting room sizes and shapes. By starting with standard rooms and then altering the few items that need updating, the amount of time needed for the planning process is cut down.

Consider Room Menus for your next project

When you eat at a restaurant, the server doesn't bring you a list of ingredients and expect you to come up with a dish you'd like to eat. Instead, an expert chef designs specific dishes, and you pick from the given choices.

So why should designing and assembling meeting rooms be any different?

By using room menus, where most of the details are already worked out, integrators can provide customers with estimates quickly and provide a comprehensive bill of materials, so everyone knows what to expect. In fact, integrators using Room Menus can often stand up a meeting room before competitors can even provide a quote.

Whatever your meeting room needs, we're ready to help you serve up the best solutions possible with Room Menus. Contact us today to learn more.

The need for speed: how "Hustling Smart" impacts AV installations

At RoomReady, one of our Core Values is Hustle Smart. We believe thinking AND doing are equally important for success. It's an AND for us, not an OR. Our proven process, solutions, products, and mindset are built around doing both to ensure we are making things faster throughout a project.

So, what does this mean for our customers? We intentionally focus on specific areas that will speed up a project. Our non-conventional approach allows us to deliver consistent solutions in less time than our competitors can even get a quote pulled together. Let's take a deeper look.

We make progress during "downtime"

Construction projects are full of downtime as project managers work to get all their tools into a space to get their specific things done. We have found that one of the best ways to speed up a project is to use the "downtime" to prepare for a quick installation when it is time.

Our unique approach to AV integration allows us to deliver quicker than other AV integrators, who often look at this time as a period when no work can be done. Specifically:

• We pre-build the components of the solution in our Assembly facility. Often the solution is assembled directly into the RoomReady Set, our patented wall mounted rack, which dramatically reduces on-site work.

• We test system functionalities and document the solution, which helps with on-site efficiency and future troubleshooting.

• We strategically pack the system to ensure installation is quick.

• We reduce the impact of other's schedules

Typical linear construction planning causes long timelines and if the timing item slips, it impacts everyone downstream. Being at the mercy of other people's schedules causes inefficiencies.

At RoomReady, we have found ways to effectively reduce the impact of others' schedules. Our RoomReady Set allows us to deliver solutions that require fewer cables, reducing our reliance on electrical contractors to run complex wiring. Also, since the Set is an enclosure that holds all the AV components, we can hang it "out of sequence." As an example, we can install it before the drywall finishing has been done and simply wrap it to protect the technology during that work.

These innovations allow us to keep to our own schedules, for the most part, and avoid expanding construction timelines.

We deliver consistency for ongoing speed

Pre-building solutions in our Assembly facility delivers design consistency and documentation, allowing us to speed up ongoing maintenance. Imagine how effectively our remote support team can troubleshoot an issue with someone on-site by referring to the documentation. Or, how quickly a high-demand room can get back up and running by swapping a common component from another room instead of waiting for a replacement to arrive.

Speed matters

Hustle Smart is a mindset, not just a metric. The goal is to deliver exceptional solutions AND do it quickly. If only one is achieved, was the project really a success? We don't think so, and that drives us every day to find ways to make both things happen.

RoomReady and ConvergeOne

Lead the charge to simplify a Cisco-enabled executive boardroom for one consumer goods company

Executive boardrooms are pivotal spaces. These meeting rooms are often used by senior leaders and board members to discuss the company's most pressing issues and opportunities. If technology complications arise during these discussions, it can hinder productivity and overall meeting success, as well as create headaches for the company's AV support team.

This was the case for one of the world's largest consumer goods manufacturers. Unfortunately, the 7,500-employee company had several meeting rooms with inefficiently installed technology and multiple user interfaces, resulting in audio issues, unwanted complexity and inconsistent usability between rooms. Of greatest concern: the company's executive boardroom, which featured three different touch panels from three different brands – each responsible for controlling a different aspect of the room. Tasks as simple as opening and closing the blinds required searching through different devices to find the right button.

The company needed a single point of control for all executive boardroom functions – before any more meetings ended in frustration.

A trusted partnership to transform the boardroom

To simplify its executive boardroom, the consumer goods manufacturer turned to IT services provider ConvergeOne. The goal was for everything to be controlled through a single touch panel. With this in mind, ConvergeOne tapped RoomReady for the project because of their expertise working with Cisco.

ConvergeOne invited the RoomReady team on-site to quickly reevaluate and reassess their customer's highly visible meeting space. RoomReady executed the project through its proven process, The RoomReady Way, aiming to eliminate complexities and variables in the meeting room, and creating consistent, dependable

results. RoomReady determined the best course of action would be to use the room's Cisco Touch 10 panel as a single, user-friendly interface that integrated the functions of all three panels – delivering the simplicity the client needed.

A simple, consistent meeting experience delivered in three days

RoomReady started the integration process by reorganizing the room around the Cisco codec, using it for audio, video and call control. All other elements of the room were then reprogrammed to work seamlessly with the codec, starting with the Touch 10 panel. Instead of removing the room's existing Crestron controller, however, RoomReady realigned it. The controller would continue to manage room features such as light and shade control, but by integrating the controls with the Touch 10 panel, all room features would be accessible through the Touch 10 alone – allowing RoomReady to remove the extraneous touch panels.

Thanks to ConvergeOne's and RoomReady's expertise, the joint team transformed the manufacturer's executive boardroom system in just three days - one day ahead of schedule. The result: a simplified, consistent conferencing experience managed from the Cisco Webex application (mobile or web) in unison with one Cisco Touch 10 panel, retaining the company's core investment in their Cisco infrastructure.

By centering the executive boardroom's design on the native features of the Cisco codec, ConvergeOne and RoomReady offered a scalable model – giving the manufacturer a consistent interface if it chose to simplify additional meeting spaces in the future. For the time being, however, the company's leaders are pleased that their executive boardroom technology enables them to focus on successful meeting discussions – not on the interruptions from unnecessary AV complexity.

> " **ConvergeOne knew that RoomReady's deep expertise working with Cisco equipment made it the right AV integrator for the job.**

The Results

Provided programming updates to the existing executive boardroom system that enabled seamless integration with the Cisco codec

Completed the executive boardroom transformation in only three days

Created a simple, consistent conferencing experience that is managed with one Cisco Touch 10 panel

Succeed: The Best Meeting Every Time

Even after our installation teams leave your office, our work is far from finished – but don't worry, we're not going to stick around and steal your coffee. Our support team members are silent partners, helping to fine-tune your meeting room as your needs evolve and solve any hiccups quickly and efficiently.

That's why we refer to the RoomReady Way's last two steps as **Certify** and **Improve**. We complete a thorough audit before we leave, ensuring that no small detail is overlooked. We'll train your team on how to leverage every aspect of your new system, and can even embed a technician at your office. We'll also help you understand how your meeting room is being used in the months and years after, so that you can further simplify your meeting process.

In this chapter, we'll discuss why working with the right support team makes all the difference.

The four must-haves in a support partner

As organizations return to the office, the need for meeting room support is greater than ever. Why? Well first off, technology systems have been idle, so they likely need some updating and general fine-tuning to get them back into working shape.

Plus, end user expectations have changed. Video is now the go-to form of communication. Because of that, there's a greater reliance on room and tech support teams as new and unusual issues arise. And that's if you still have support. With many of us working remote and hybrid, it's entirely possible your existing support agreement has lapsed.

With all these variables at play, now is the time to consider whether a support partner is right for your organization. If so, here are the 4 "must-haves" to look for with your next support partner.

1 – Conducts preventative maintenance

Anyone can fix a problem, but not everyone can find it. You want to make sure that your support partner isn't just handling the obvious issues when they arise. Instead, look for those that go beyond the reactionary approach to provide more preventative maintenance. This can include regularly monitoring for potential trouble areas, conducting system health checks to ensure your system is up to date and running properly and even providing suggestions on ways to get more out of your system.

2 – Provides root cause analysis

Taking it a step further than finding and fixing a problem, a good support partner will dedicate time to figure out what caused it in the first place. By getting to the heart of the problem, the failure points causing the problem can be eliminated, whether through system upgrades, new parts or even a change in software. This will ensure a better user experience while also reducing the incidents that cause downtime.

3 – Reduces the need for IT involvement

Your support team should be like a mechanic or a contractor, someone that is there to provide expertise and make your lives better. So, it's critical to find a partner who will work as an extension of your team. The goal? Reduce the burden on IT to handle everyday incidences and free them up to focus on more organizational initiatives.

Remember, the point of a support partner is to make ITs job easier, not harder.

4 – Uses current room solution drawings as source of truth

Just because two rooms look the same, doesn't mean they're configured the same. A good support partner should both ask for and continually reference your room solution drawings as problems arise. These "technology blueprints" provide detailed insights into the inner workings of your meeting spaces, allowing support teams to improve troubleshooting efforts and, ultimately, reduce resolution time.

Turn to RoomReady

Many integrators focus on setting up a room and ending the relationship there, leaving you to deal with spotty after-installation support – if any. The room that looked great at first begins to decline in quality.

RoomReady can give you and your team the support you need. We will work with you to understand the problems at hand and find a solution that will last. We want to simplify your video conferencing experience.

Inside a dedicated support team: a Q&A with embedded & remote technicians

Have a lot of meeting spaces? Feel you're constantly phoning your meeting room integrator to trouble shoot room issues? Or even struggle with having your internal teams handle the support volume that your organization faces daily? If so, now may be the time to look at dedicated support.

We recently sat down with three of our dedicated support technicians – Ron Kuba, Steve Caparco and Mitchell Cummings – to learn more about what dedicated support is all about. During our discussion, they filled us in on their roles and the value a dedicated support team brings to organizations.

Can you explain what a dedicated support team is?

Ron: A dedicated support team handles all the AV support for a single customer, regardless of the type. The make-up of the team will vary depending on the specific customer. In my account, we have two support coordinators that dispatch tickets, four embedded techs that work full-time on-site, and two remote support techs that handle tickets remotely or travel from location to location to provide in person support.

Mitchell: Exactly. And if you had to break our role down to one purpose, it would be to keep that customer 100% connected. This means we're the source for troubleshooting and finding the fix for the technology issues like hardware failure, software upgrades, device communication issues in the meeting room.

What are some benefits of an embedded technician?

Steve: The biggest advantage is proximity. When something goes wrong, we're already on-site. You don't have to worry about scheduling an appointment and us working you into our schedules. Being on-site means we can fix problems right when they come up and usually before they're even noticed by the user. I honestly feel like my presence gives them the confidence to run their meetings and focus on what's important because I'm their safety net if issues pop up.

Mitchell: As Steve mentioned, the confidence boost is huge. When I walk in, I can sense the immediate relief from employees because they know that by the time I leave, they will have everything working perfectly. And, since I'm a remote support tech and travel to satellite locations, the customer employees at those locations get a morale boost too because they feel seen and heard by the company.

What does a typical day look like for you?

Steve: We resolve issues that are reported and use the room monitoring software to identify issues that exist that haven't even been noticed yet. Additionally, at my location, I conduct weekly room sweeps where I test rooms to make sure they are functioning properly. I am in every room at least once per week to ensure they are up and running as designed.

Ron: That's how my days go as well. In addition, we conduct a lot of new employee room trainings, so they know from the start how the room should work and who to call if issues pop up. And, as an embedded technician, I also prepare and sit in on large scale employee meetings and executive events to make sure things go off without any technology hiccups.

How do you balance your role with the customer and RoomReady?

Ron: It's actually the best of both worlds. Being dedicated allows me to better understand my end users and their wants and needs. Having them think of me as part of their team means they are comfortable bringing up any issues they have. Likewise, being a part of RoomReady means I have a great team to back me up when a difficult issue arises.

What are some of the biggest challenges of your role?

Ron: The biggest thing is initially getting up to speed on the customer and how they use their systems. Otherwise, it's learning how to balance proactive maintenance with immediate fixes. Overall, it's a very rewarding experience.

Mitchell: I travel a lot so we can be in each satellite office at least one time each quarter to do meeting room audits and keep things working properly. This is the biggest challenge for me, but it is also something I love about my job.

What are some things you love about your role?

Mitchell: I love that we always have something new going on: new people, new technology, new sites. It never gets boring. It's also very rewarding to take these users' technology and completely turn it around. When I finish a project, I like to look back on where everything was when I first visited and see how it improves our customers' work and meeting room experiences.

Steve: Of course, I love being the face of confidence and helping our customers stay calm when technology issues come up, because we know their meetings are important. The last thing they need to worry about is technology.

RoomReady and Banking Lender

RoomReady provides comprehensive AV support for northeastern banking leader

Each support customer has slightly different needs. But ultimately, they want meeting room technology to work as intended every single time. For one Northeast bank, there are several types of support that they needed to ensure their 44 buildings would work well. With 350 meeting rooms needing updates, while also being conscious of budget, RoomReady had the perfect solution— perform room audits and create a prioritization matrix.

Knowing what exists

RoomReady conducted a meeting room audit of all their meeting rooms. Over time, some meeting rooms have technology in them that was added by specific departments without being reported to corporate IT. With this customer, the meeting room audit discovered 50 rooms that were video-enabled that corporate wasn't aware of. By documenting all the rooms – the equipment type, age, and capabilities – RoomReady was able to create a prioritization matrix of which spaces should

be upgraded in order of importance. When there are so many meeting rooms, it's unlikely that all of them can be upgraded at the same time due to budgetary constraints. By having this matrix, this customer created a game plan to make intentional improvements of their facilities

Keeping things humming

It was clear to this banking leader that ongoing support would be needed for their meeting rooms. They wanted to have consistent user experiences in their rooms but had varying technology in them – some updated and some older. Additionally, they have an active acquisition strategy and are regularly migrating in new offices that have disparate technology they are bringing with them. The decision was made to have RoomReady support their A/V meeting rooms with 7 dedicated support technicians – 4 permanently assigned to their Rhode Island, Connecticut, Boston, and New York locations and 3 remote to support their other locations.

Event support

RoomReady technicians set-up, test and run high profile meetings for the customer. From quarterly earnings calls to company-wide town halls and trainings, techs ensure the technology is working well. For the meeting between company offices, the testing includes making sure the remote sites are receiving the video and audio from the hosting site.

Room sweeps

At the permanently staffed locations, RoomReady technicians do weekly room sweeps. They start a video meeting, share content and test audio to make sure the room is ready for the next use. For the remote locations, RoomReady technicians conduct quarterly room sweeps and will update the documentation on the rooms.

Incident management

When there is an issue with a meeting room not running as intended, RoomReady support technicians get there quickly and help the meeting continue without much disruption. Then, they go back to the room after the meeting to make sure the issue is resolved fully so it won't happen with the next meeting.

Training

Running a meeting can make people a little anxious…even when they know how to use the technology. RoomReady technicians are there to answer any questions and help get a room set up. Our job is to make the person running the meeting the hero and sometimes that means a quick run-through on how to use the room.
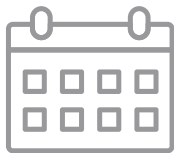
Room monitoring

When there is an issue with a meeting room not running as intended, RoomReady support technicians get there quickly and help the meeting continue without much disruption. Then, they go back to the room after the meeting to make sure the issue is resolved fully so it won't happen with the next meeting.

2022 support stats

1578
support tickets

131.5
average tickets per month

0.26
average tickets per month per room

The Results

Room Audits provide information about current rooms, allowing RoomReady to develop a custom solution for each space.

Ongoing support to make sure meeting rooms perform like the first time- every time.

This is the "Way"

This may be the end of our journey through the RoomReady Way, but it's really just the beginning – there's so much more to learn about how our process of simplifying and accelerating the AV installation process leads to success. But perhaps what's most important is understanding how the process can mold AV technology to your rooms' unique requirements.

We'd love to start the conversation with you today. You can learn about RoomReady on our website, https://roomready.com/, or get in touch with our team at helpme@roomready.com OR https://roomready.com/about/contact/